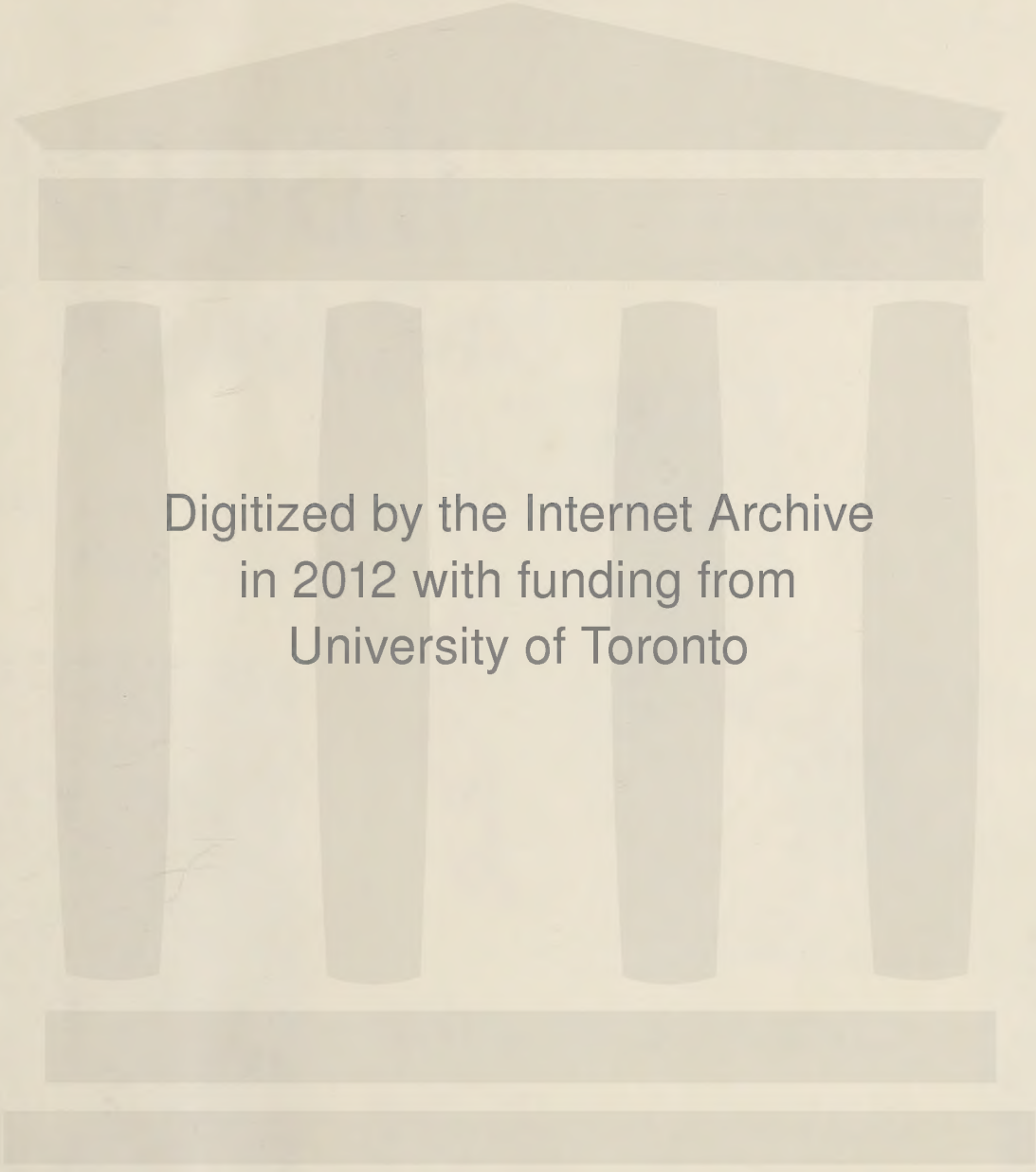


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CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, APRIL 5th, 1918 No. 14

Kkovah Health Salt

A teaspoonful in the morning makes life worth living—

Makes you fit—
Keeps you fit.





STILL INCREASING!

THE proved value of Kkovah Health Salt has resulted in such an increased demand that we have had to establish a branch works in Toronto to deal with it, so that Kkovah is now "made in Canada."

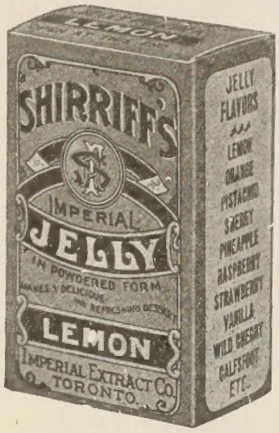
There isn't a line in which you can have greater confidence both for quality and value. Strong publicity will still further increase the demand. Are you ready to meet it?

Sole Manufacturers and Proprietors:
Sutcliffe & Bingham (Canada) Ltd.,
Toronto.

Selling Agents:
Maclure & Langley, Ltd., Front St. East,
Toronto.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Make Up Your Customer's Mind For Her



WOULD you rather your customers should make bread puddings, etc., for dessert, or use more jelly powders—the thing *you sell*. The way to have them use more of the thing *you sell* for delicious desserts is to push

Shirriff's JELLY POWDERS

The beautiful, sparkling, delicious jellies they make suggest more. There is a full line of fine fruit flavors, including lemon, orange, raspberry, pineapple, strawberry and wild cherry.

Let us help you push jelly powders. We supply handsome window dressing material to make a sales-winning display.

Write us to-day for full particulars.

Imperial Extract Company, Toronto

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON











Science can produce no better

The positive purity of the Borden Milk Products

the supreme, delicious goodness which characterizes them all, is made possible only by exercising the utmost vigilance in selecting and processing the very highest grade milk obtainable.

Three generations ago Borden quality was acknowledged the standard of quality in Milk Products. This proud priority has been consistently maintained throughout the years and to-day people ask for Borden's, confident that the very name Borden is a guarantee of goodness beyond which there is no better.

By keeping your stock displayed you will secure your share of the increasing demand.

Borden Milk Co., Ltd.

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



A FIRST-CLASS SELLER

Is a product which sells and sells repeatedly requiring the minimum of effort on the part of the salesman.

The best-known, the best-liked and consequently the best-selling brand of Peanut Butter in Canada to-day is Bowes Peanut Butter.

SELL IT—PROFIT BY IT

Manufactured and Guaranteed by

THE BOWES CO., LIMITED, TORONTO, CANADA



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocers' esteem than

Windsor Table Salt

Made in Canada

It has been his standard of purity for years—and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED



SHOW this popular cleanser every day in your displays and know what a customer-pleaser it is and what good profits it gives you.

WONDERFUL SOAP is without question a quick mover and a certain repeater.

Also CRYSTAL SOAP CHIPS—*The Best Ever.*

Guelph Soap Company

GUELPH, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S

Clark's

You realize, Mr. Business Man, that reputation is built upon quality and that your best advertising agent is the "sale" of quality goods.



PORK and BEANS



We also think you realize that Clark's Pork and Beans are THE quality Beans and the best of BUSINESS BUILDERS.

Keep your stocks to Standard.

W. CLARK, LIMITED
MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Made in Canada

Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS.

This is fully recognised by all Authorities interested in FOOD CONSERVATION and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal. RETAILERS should be ready to do their part by having JARS on hand when required.

REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your Wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.



Adv. of Dominion Glass Company, Limited



Made in Canada



Sun-Maid Packages Catch Their Eyes

Display packages of Sun-Maid Raisins so women will see them. Let them match up with our forthcoming national advertising which will show these packages in full color. By displaying Sun-Maid Raisins you give yourself the benefit of our powerful publicity.

Women Know the Worth of Raisins

Women are rapidly learning how Sun-Maid Raisins may be used in all plain foods to give them added flavor and nutrition. See that your customers have a steady supply of all varieties.



Sun Maid Raisins

Three varieties of Sun-Maid Raisins: Seeded (seeds removed); Seedless (grown without seeds); Clusters (on the stem).

California Associated Raisin Co.

Membership, 8,000 Growers

Fresno, California



"KEYSTONE" DANDY

Here is Why Keystone Dandy brushes stand hard work. They have a solid, one-piece hardwood back, and are carefully filled with good tough material, fastened with steel wire.

STABLE BRUSHES

The whole line of Keystone Stable Brushes is made just as carefully—everything that the stableman needs in the way of brushes.

Write for prices, etc., to

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

If any advertisement interests you, tear it out now and place with letters to be answered.

This brand on a Marmalade label is a guarantee of good sales

Your customers are well aware of the quality standard represented by the "E.D.S." trade mark.

The new season's pack of

E. D. S. ORANGE MARMALADE

possesses all the excellence and all the superiority they are wont to expect in an E.D.S. product.

Show E.D.S. Orange Marmalade in your displays. It is made from selected Oranges and Pure Cane Sugar—tip-top quality always.



E. D. Smith and Son,
Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

Bristol, Somerville & Co.,

[Formerly Geo. E. Bristol & Co.] **Hamilton**

In stock Extra Choice Morris' Margarine

Quality strictly high-class.

Bristol, Somerville & Co.

Maple Syrup

"Canada's Best" Brand is a maple syrup unsurpassed in flavor and taste, made from first run Maple Syrup.

Maple Sugar Twin Block

Maple Butter --- a creamery maple composition

Maple Chocolate Creams

Our Maple products are unequalled in quality and price

CANADA MAPLE EXCHANGE, LTD.

MONTREAL

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—Geo. Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

Furnivall's Jams are dependable sellers because their goodness appeals to the most particular people. Repeats are sure with Furnivall's. Are you selling them?

FURNIVALL-NEW, Limited

Hamilton **Canada**

England's Most Popular Sauce

is still selling freely over here—nearly all the leading grocers make a leading line of H.P., and obtain the full benefit of the money we are spending in advertising.

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE



"McCASKEY" ACCOUNT SYSTEMS



For Every Business.

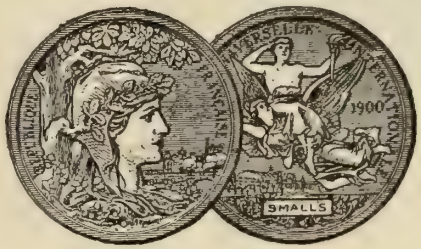
Send for booklet—

"A Credit Plan That Works."

McCASKEY SYSTEMS, LTD.
245 Carlaw Avenue
TORONTO

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

Two money-makers every good grocer should sell:

ROYAL SALAD DRESSING

and

ROYAL MAYONNAISE

Selling Royal Salad Dressing and Royal Mayonnaise is an easy matter.

Their quality appeals to people who look for something better and a first sale always means another and another.

You should feature Royal Salad Dressing and Royal Mayonnaise.

They are good summer lines.

Horton-Cato Mfg. Co.
WINDSOR, ONT.

If you are about to order your supplies of Laundry Blue, remember that

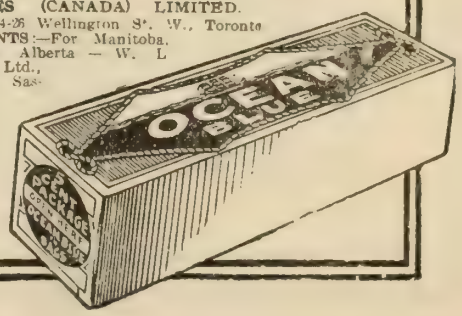
5 C.

OCEAN BLUE

packets will add to your reputation, as well as your profits. It is the Blue that helps most on washing days.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg., 24-26 Wellington St. W., Toronto
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta — W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 6 and 5, Jones Block, 407 Hastings Street W., Vancouver, B.C.



ROLA "QUALITY" EGG POWDER

is Profitable to You



Packed one dozen in an attractive display carton (6 dozen in case.)

It is an EGG Powder in reality and not only in name.

Pure,

Wholesome,

Nutritious,

and does all the work of eggs at a cost equalling 12½c per dozen.

Repeat business from all districts where it has been introduced proves that the public want a really first class product.

Order from your wholesaler

SELLING AGENTS:

ROSE & LAFLAMME, LIMITED

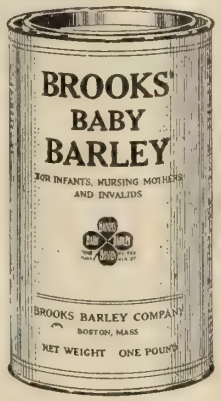
MONTREAL - TORONTO

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

THREE SIZES.

½	lb.,	per	doz.	- $ 2.30
1	"	"	"	- 3.80
3½	"	"	"	- 11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited

TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.

COWAN'S COCOA—

"Perfection Brand" Purest and Best

"In Every Home"!

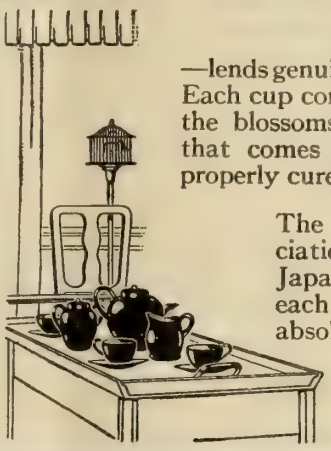
Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians



B-25

JAPAN TEA



—lends genuine distinction to hospitality. Each cup contains the delicate aroma of the blossoms of Japan and the flavor that comes only from tender leaves, properly cured.

The Japan Tea Growers' Association and the Government of Japan place their guarantee on each pound — a guarantee of absolute purity.

"Tea is a medium of no inconsiderable amount of nutriment."
18 —Enc. Britannica.

It's the quality of Japan Tea that recommends it to people who are appreciative of a distinctive flavor and aroma in every cup of this popular beverage.

The increasing demand for Japan Tea is evidence that its superiority is recognized by discriminating tea users.

Good Grocers everywhere are handling Japan Tea and are reaping the benefits of our consumer advertising.

Be one of them. The profits are worth while.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO

Grocery Brokers
Manufacturers' Agents WINNIPEG.

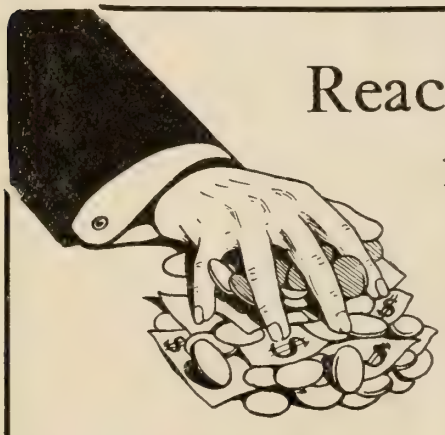
MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.



Reach out for the money in the Western Field!

We can put it within your reach because we have all the facilities necessary to the successful marketing of your goods to the wholesale and retail trade of Western Canada.
Twelve of our men are continually calling on the wholesale and retail trade—nine of them doing retail work.
We'll give you the service you're looking for and the results that count. Write us.

SCOTT-BATHGATE COMPANY, LIMITED
Wholesale Grocer Brokers and Manufacturers Agents
149 Notre Dame Avenue East - Winnipeg

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WESTERN PROVINCES.

WHOLESALE GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.
Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Headquarters for
Evaporated Apples and Beans
W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

ENGLAND

R. D. STOREY & CO.
Manufacturers' Agents and Importers
4 Brunner Road, Ealing, W.
London, England
We can make a big success of your agency, now or after the war. Write us. Good bank reference.

This Space is Yours
For $2.50
On Yearly Order

TO
Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

WHEN WRITING TO ADVERTISERS KINDLY MENTION THIS PAPER

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.

JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

Do you require representation in New Brunswick ?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

Kindly Mention this Paper when Writing to Advertisers.

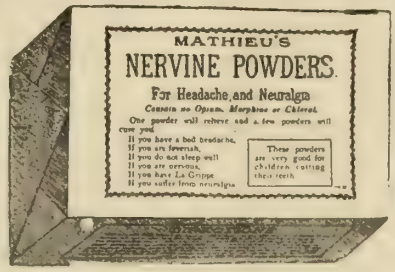
NORWEGIAN SARDINES (STYLED SMOKED SILD)

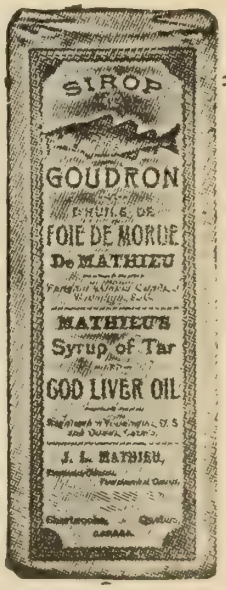
NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Mathieu's "Nervine Powders" and "Syrup of Tar"

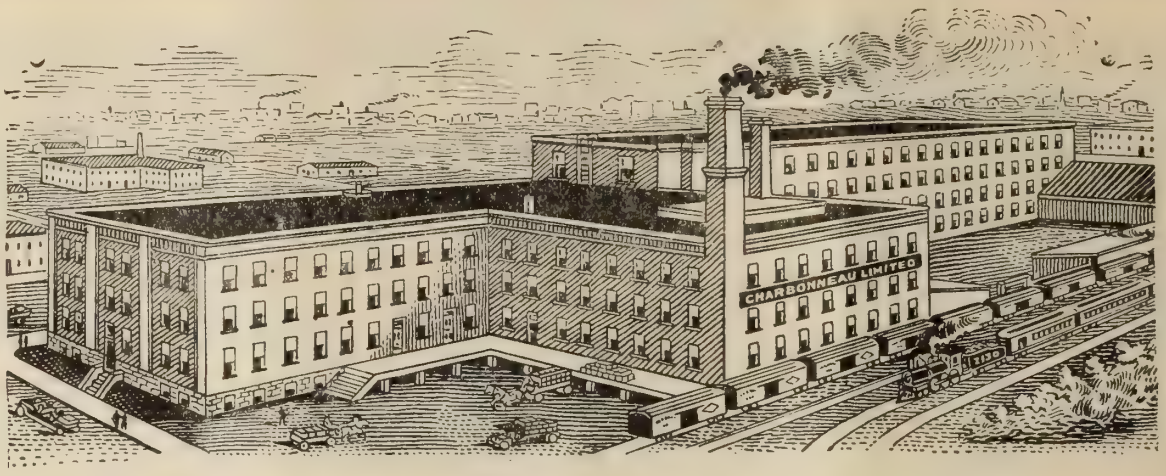




SHOW these lines regularly in your counter displays. They are dependable, high quality health restorers and strength builders that your customers will occasionally need.

Win their complete confidence and good-will by recommending the two Mathieu lines—the remedies that never fail.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE, QUEBEC



IMPERIAL TABLE SYRUP

Another Charbonneau product and one that always repeats. Recommend it to your customers. Particular people prefer it. Write our distributors or to us direct but do it to-day.

CHARBONNEAU, LIMITED

MANUFACTURERS OF BISCUITS AND CONFECTIONERY, SYRUP REFINERS
MONTREAL

Distributors: Robt. Gillespie Co., Winnipeg and Vancouver. C. Morris & Co., C.P.R. Building, Toronto. Boivin & Grenier, Quebec City.

TEA CEYLONS

TEA INDIANS

We have some extra choice lines of

Orange Pekoe and Pekoe

now in store.

We specialize in cup quality teas.

OUR POLICY

Satisfaction guaranteed.

or

Return at our expense.

KEARNEY BROS., LIMITED

33 ST. PETER STREET - - - - MONTREAL

Perfection Computing Cheese Cutter

(IT IS ALL MADE IN CANADA)



It is a Cheese Cutter worth having

A REAL COMPUTER

and yet simpler than all others in construction and operation

Absolutely no figuring to do

It stands the test for durability, for it lasts a lifetime

A REAL PROFIT SAVER

Write for Prices and Terms

We have special combination prices with cabinets and pedestals

IT SAVES ITS COST in a few months and lasts a lifetime. BUY IT NOW.

IF BUSINESS is BAD or GOOD, you need a PROFIT-SAVER. BUY IT NOW

AMERICAN COMPUTING COMPANY
HAMILTON, ONT.

You can help your customers to economize

by drawing their attention to

TARTARINE

(Registered)

which is guaranteed equal to cream of tartar for every baking purpose and conforms to all pure food laws. Tartarine costs less than one-third the price of cream of tartar.

Litster Pure Food Co., Limited
1297 Queen Street West
TORONTO

Cobban's Herb Tablets

THE GREAT CURATIVE HERB TABLETS

A Superior Laxative and System Renovator

Direct from Nature's Dispensary



Trade Mark

A PURE HERB TABLET

for correcting all abnormal conditions of the Blood, Stomach, Liver and Kidneys.

No. 3299

The Proprietary or Patent Medicine Act

A Good Profit and a Satisfied Customer

Those two things about represent what any dealer wants in every sale he makes.

COBBAN'S Herb Tablets yield you a liberal margin, and certainly do satisfy the purchaser. That is why they are always good for repeat orders.

COBBAN'S HERB TABLETS

are the ever-popular herb remedy in the modern, easy-to-take form of tablets. They are **guaranteed** to fulfil every claim.

Order a box of one dozen cartons from your wholesaler or direct from us. The advertising campaign we are running is bringing enquiries that live dealers are turning into sales.

Muncey Supply Company
Muncey Ontario
Watson & Truesdale, 120 Lombard Street, Winnipeg
Distributors for Canadian Northwest

It's Easy To Sell OLIVE BUTTER

People ask for it once they have tried out its delicious, wholesome goodness.

Every good grocer should see to it that Olive Butter is well displayed in his store.

Introduce it to every customer. You can recommend it in the strongest way you know. It will live up to your commendation and put good profits in your cash register.

"Chicken a la King," "Chili, Con Carne" and "Pure Tomato Paste" are three other excellent sellers.

E. W. Jeffress, Limited
WALKERVILLE, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

Woodside Refinery not destroyed

It has been reported from outside places that our refinery was destroyed by the great explosion on December 6th. This is not so; our new Refinery at Woodside escaped without injury.

Owing to transportation difficulties, many customers have been unable to get their regular supplies of Royal Acadia Sugar; however, supplies are now coming forward in larger quantities, and we trust that our customers will be able to get their usual supply of Royal Acadia Sugar—Highest Quality.

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford



IT'S THE REAL MACKAY

MacKay's Pearl Barley Flour

Made - in - Canada. A "Barley Food" without a peer. A seller and a "repeater."

Just the thing for infants, invalids and old people. Gives a delightful flavor to soups and gravies.

Dealers should keep MacKay's well displayed and so link up with our widespread consumer advertising.

Your wholesaler has it.

Recommended by Dr. McGill, Ottawa, Dominion Medical Analyst.

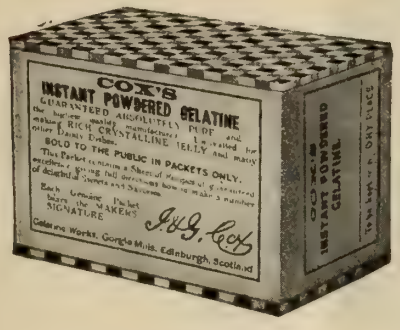
John MacKay Co., Limited

BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

COX'S
Instant Powdered
GELATINE



Now that the conservation of Foods which are scarce is so necessary, the Retail Merchants can render service to the cause of the Allies by a better appreciation of the possibilities of certain food products, so that they can be intelligently recommended to the consuming public.

COX'S GELATINE is usually associated with the making of desserts, but its usefulness does not stop there.

COX'S GELATINE is invaluable in the preparation of Soups, Salads and Savories. By its use appetizing and nourishing dishes can be made from left-over Meat, Poultry, Fish and Vegetables, which might otherwise be discarded.

COX'S GELATINE is manufactured by J. & G. Cox, Ltd., EDINBURGH, SCOTLAND.

AGENTS IN CANADA :

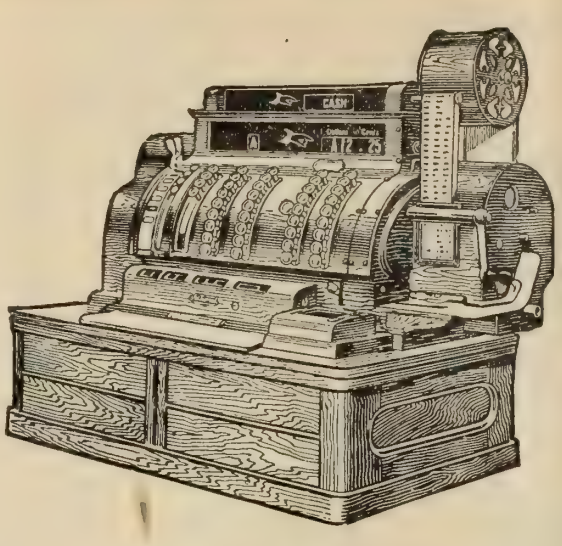
Montreal and Toronto

Winnipeg, Manitoba
Tees & Persse, Ltd.

A. P. Tippet & Company

Vancouver
Martin & Robertson, Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.



Rising Costs Attack Profits

More than Ever Before Merchants Must Guard Every Cent of Profit

MERCHANTS today are face to face with several difficult problems, the most important of which is the rising cost of merchandise.

In many instances these rising costs are hard to pass on to the customer.

Consequently the merchant's margin of profit is lessened.

Merchants find the use of a National Cash Register helps greatly in solving this serious problem.

It safeguards every cent of profit that they can make.

It conserves their profit by preventing losses, by eliminating mistakes in change, by recording all charge transactions.

It reduces overhead by making clerks more efficient, speeding up store service, reducing the number of clerks required and the deliveries to be made.

It relieves the merchant of details and worry, giving him more time to consider his purchasing and market problems.

The National Cash Register Co. of Canada, Limited, Toronto, Ont.

Please send me full particulars of your latest model cash register and tell me how it will help me in my business.

Name _____

Business _____

Address _____

The National Cash Register Co. of Canada, Limited, Toronto.

Fair Methods

"Fair and square" have been the methods used in building up this big national tea business.

The "good-will" of the public and the "co-operation" of the trade have been deservedly earned.

The splendid quality of Red Rose Tea has been always maintained regardless of market conditions.

Every promise made has been fulfilled.



T. H. ESTABROOKS CO., LIMITED
ST. JOHN TORONTO WINNIPEG CALGARY

This is

EGG-O

the Baking Powder that's guaranteed in the tin and in the Baking

The Egg-O guarantee is no mere advertising boast. Rather is it a rock-solid fact strengthened, borne out and backed up day after day by perfectly satisfactory baking results.

Egg-O Baking Powder can always be depended upon to satisfy the critical housewife. The pure materials used in its manufacture, and the fact that it gives excellent results with sweet milk, sour milk, buttermilk or water makes Egg-O the Baking Powder most worthy of your recommendation.



Egg-O Baking Powder Co., Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

We will send you one of these Handsome Show Cards FREE



It will prove a welcome addition to your window display—and attract comment. Every article stands out prominently as **The Best that can be bought.**

MAGOR, SON and COMPANY, LIMITED

30 CHURCH ST., TORONTO Dominion Agents 191 ST. PAUL ST. W., MONTREAL

"AVICO" PRODUCTS

PURE SPIRIT VINEGAR

It requires scores of great generators

working to capacity, to enable us to keep pace with the ever-growing demand for "AVICO" Pure Spirit Vinegar.

Production has been doubled without material addition to our plant, and that is the secret of the incomparable value we are able to offer the trade in our thoroughly aged, full-flavored, absolutely Pure Spirit Vinegar, at a price very little higher than that of a year ago, even though the cost of raw materials has advanced over 100% during the past year.

This is one example of "AVICO" factory efficiency.

NO WASTE HERE

What we have done is merely eliminate waste by manufacturing under scientifically perfect conditions.

We also make a very superior line of high class beverages, including **Raspberry Vinegar, Concentrated Fruit Syrups, Black Cherry Wine, Port Wine** and **Fruit Ciders.**

Our salesmen are now out covering the four Western Provinces and will be glad to tell you more about "AVICO" Products.

YOUR WHOLESALER WILL BE PLEASED TO SUPPLY YOU

ACME VINEGAR CO., LIMITED, Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXII. TORONTO, APRIL 5, 1918 No. 14

Building a Business in a New Section

A Double Service Proves an Effective Factor in Building Trade — Being in on the Start Proves Advantageous — The Drawing and Holding Power of Attractive Surroundings

IT is only in the course of the past two or three years that the city of Hamilton, Ont., has grown eastward sufficiently to make the junction of King and Milan Streets a point of very great importance. Of late years, however, the growth of the city has led to very extensive building in this location, and it has now become quite an important section of the city.

In the very heart of this district A. W. Jenkins has opened up a very attractive grocery store to look after the trade of the locality. He rightly judged that the man first on the ground was likely to have a very considerable advantage. King and Main Streets come to a point just in the heart of this section, and in the block of buildings built on this angle of land, Mr. Jenkins has opened his store and called it the Delta Grocery.

Being a new locality from a residential standpoint many of the people settling there had not any trade connection, and the bright and attractive appearance of the store with its fine grocery window facing on Main Street and its butcher department window facing on King Street is sufficient inducement for anyone to visit the store. Once there the ample stock, the fine fixtures and the modern equipment for handling goods, and a courteous and efficient service were enough to cement a firm friendship for the store, so that although it has not been established for a long period of time it has already built up a clientele that many stores might envy. Moreover the section makes its appeal to the well-to-do class, and as a result credit conditions have been found to be very satisfactory. That is a situation that does not always prevail with newly-established stores. Mr. Jenkins, however, has watched this matter with a great deal of care and has assured himself of the probity of the customer before granting extensive credit.

Lighted as it is from two sides the store is as bright as well could be, and perforce it must be clean and sanitary; anything in the way of dust and dirt would be most emphatically brought to the attention of the customer, so every arrangement has been made with a view to the best display of the goods and at the same time of assuring a proper care. Modern bin fixtures protect the goods, while at the same time keeping them free from dust and dirt, fruit bins keep the fruit off the floor and in good condition, while always on display, while silent salesmen in the centre of the store are used to display candies and pastry.

Instead of the usual walled-in office a neat desk at the centre of the store is used for the girl who attends to the books and answers the telephone calls. All these fixtures give an effect of orderliness and cleanliness that is one of the greatest assets for any store.

But one of the greatest factors in attracting trade is the fact that there is a meat department in connection with the store, which means a united pulling force which adds greatly to the effectiveness of the store's bid for business; a brief description of this department will be found in the Provision Department of this issue.



Interior of the Delta Grocery, Main St., East Hamilton, showing the grocery department.

A Dangerous Law for the Grocer

Instances of Late Where Merchants Have Been Fined For Adulterations Beyond Their Control—The Best Possible Safeguard Unsatisfactory

THERE have been a number of prosecutions lately under the Pure Food Act that, while possibly they are a fair interpretation of the act, are yet a distinct menace to the grocery trade, while at the same time they offer no assurance of better things to the consumer.

In Toronto recently a large grocery store was visited and samples of goods taken by an inspector of the Inland Revenue Department. Among the goods taken were some boxes of dried apples that on examination were found to be wormy. The presence of worms in these goods was considered as an impurity, and the merchant was consequently fined.

In a town in Quebec recently the proprietors of a large grocery establishment were fined for selling adulterated figs. These were Spanish cooking figs, fresh stock and purchased from a grocery wholesale company of unquestioned reliability, yet these figs, under microscopic examination were found to be wormy, and consequently according to the act "adulterated." These merchants were notified by the chief analyst that the goods had been so discovered, and a little later were subpoenaed to appear before a Sherbrooke, Que., magistrate. They enquired of their lawyer as to whether it was worth while to defend the case stating that they could bring every merchant in the vicinity into court to prove that even the best of figs were often wormy, but their lawyer advised them to plead guilty, stating that the finding of the chief analyst was always taken as final by the courts.

Now if it had been the intention of either of these merchants to knowingly sell off color goods there could be no question as to the rights or wrongs of the case, but that was not the situation. This point cannot be made clearer than it is made by the Quebec merchants referred to in a letter to the inspector who made the seizure of the goods and also to the chief analyst.

"If we are liable for prosecution for dried fruits being wormy, especially in the case of figs, it is not safe for a merchant to handle any of these lines. Not only are figs liable to be wormy, but raisins, currants, shelled walnuts, dates and many other lines which we could mention are very apt to get into this condition, especially in hot weather, and it is a circumstance over which no person can possibly have any control. Of course we fully admit that should a food inspector find any of these foodstuffs in such a wormy or dirty condition that they were not fit for human consumption, upon notification same should not be sold, and that if a dealer then persisted in offering such to the public that the goods in question should then be seized and the dealer prosecuted, but we cannot possibly see any justice in our case and think there is something decidedly wrong with the law in regard to this matter."

And again in the letter to the chief analyst:

"While we do not lay any blame to you personally as you only reported conditions as you found them, i.e., the figs were wormy and dirty, yet we feel that there is something radically wrong with the law in this matter, and of course same would apply to a great many other lines. For instance, it is a very common occurrence for us or any other dealer to find worms in shelled walnuts, almonds, raisins, currents, dates, prunes, evaporated fruits, apples, strawberries, raspberries, and we might continue this list indefinitely. This is a circumstance over which we or any other person cannot possibly have any control whatever, and the only thing that we can see for such cases is that when the worms have damaged the food to such an extent that it is unsanitary and unfit for human consumption that orders should be given prohibiting the sale, and if same was still offered there would then be reason for condemning the dealer to pay damages as well as the goods in question being confiscated."

The contention expressed in this letter will surely appeal to every grocer as eminently reasonable. In other lines of goods it is possible to obtain from the manufacturer a warranty of the purity of goods, that is a good plea in any court in defence of the honest intention of the dealer. But in such cases as those referred to such a warranty is unobtainable and would be of no service if it could be obtained. The facts of the case may be that the goods were actually beyond criticism when packed. The packer might so guarantee them, yet in the course of a few weeks or months they might develop some adulteration such as worminess through no fault on the part of any handler.

Now when a merchant buys such goods in good faith from reliable parties, and does everything in his power to preserve them in the best of condition, it seems hardly just that he should be held responsible for deterioration through natural causes entirely beyond his control. It is impossible for him to microscopically examine his stock. He must therefore either take this chance of being fined or give up handling such goods.

This surely should not be if the merchant takes the chances of loss on these goods—if they become unsalable surely this is enough of a risk for him to shoulder. He should not be placed under the stigma of wrong-doing as well. If, as the writer of the above letter contends, he flagrantly continues to sell these goods once he has been advised of their condition, then he is subject to summary conviction, but a law that penalizes a man for a fault he is ignorant of and could not avoid is surely a faulty law and should be rectified. The only possible protection for the merchant is to assure himself of the quality and grade of the foods by a careful examination of supplies on arrival, their immediate return if they are found at fault. Even this is not a full protection, as it is quite possible that these faults might be overlooked even in the most careful examination or that they might develop subsequently.

Would Dating Canned Goods Help the Trade?

Those Who Understand the Situation Believe Such Action Would Mean Serious Losses—Would Curtail Production and Cause Waste, Without Any Advantage Obtained

AMATEUR agitators, with a hankering to reform everything, are a very baneful influence because they appeal to an audience as a rule as ill-informed as themselves. For instance, here is a clipping from a recent issue of an Owen Sound newspaper:

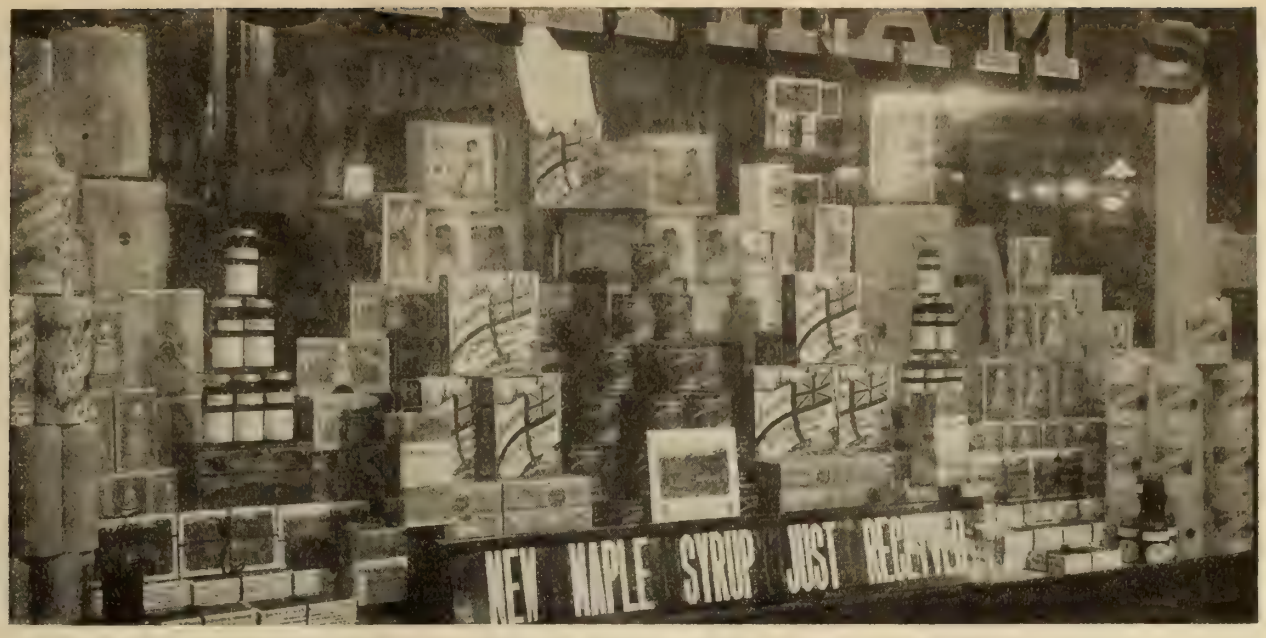
Date of Canning

"If canners were compelled to print on the labels of all canned goods sold the date on which they had been canned it would not only insure fresher and more palatable canned goods, but would tend to greatly cheapen the product. There would be small tendency to carry stock over from one season to the next, and as a result the public would get the benefit. As the matter stands now the canners through large storage warehouses are able to hold over a complete season's canning in an effort to unduly inflate prices. Were the tins dated the canners would be unable to do this."

This probably appeared a very bright idea to a goodly number of readers. It also probably looked like something new to them, yet this question has been discussed pro and con for a goodly number of years. The United States authorities, who have probably gone to the limit with this class of legislation, have never deemed it necessary to put the dating on the labels.

The whole trend of the times is to favor increased production. It is the most urgent and essential business before the world at the present time next to winning the war, and it is associated with that great idea, in that the shortage of food is unquestionably going to be one of

(Continued on page 26.)



The way Graham's store, St. Catherine St., Montreal, cultivates a demand for various lines of goods

Definite Standard for Baking Powder

Dominion Analyst Advocates a Minimum of 10 Per Cent. in Gas Content—Pronounced Improvement in Quality of Product in Recent Years

A RECENT bulletin of the Inland Reserve Department dealing with the subject of baking powder contains some very interesting and valuable information. Dr. McGill, the chief analyst of the department urges in this connection the necessity of establishing a definite standard for baking powders on a basis of available gas, so that any decline from this standard might be held to be illegal.

"Apart from considerations of the wholesomeness of the ingredients and the harmlessness of the residues left in the bread," continues this report, "it is evident that the gas-producing power of baking powder is its most important character. An article which has been so badly made, or which has so much deteriorated through prolonged keeping as to be incapable of yielding a reasonable volume of gas, is necessarily disappointing to the baker, and, beyond fixed limits which should be legally defined, must be regarded as fraudulent.

"The generally accepted and what may be regarded as the normal baking powder is expected to yield from 12 to 13 per cent. of gas (weight) when freshly made. The nature of cream tartar which was the original acid ingredient of baking powders, doubtless determined this figure, which has been so long and so widely accepted that any considerable departure from it would be confusing to the baker. Although burnt alum and other acid components which have more recently come into use in baking powders are capable of producing a much higher percentage of gas they have usually been reduced in strength by addition of starch or other neutral material so as to conform to the strength of cream of tartar.

"The nature of a mixture of bicarbonate of soda with any acid substance is such that gradual interaction of the components must occur on prolonged keeping, and unless kept very dry and cool this interaction may be quite rapid and must result in the loss of so considerable an amount of gas as to render the article valueless for baking purposes.

"The States of Florida, North Dakota and, I believe some others as well as the Government of Western Australia, have fixed 10 per cent. of gas as a minimum limit for a legal baking powder."

It is a matter for congratulation also that the report shows a generally improving condition in the quality of baking powder during the course of the past twenty-five years. In 1889 the gas percentage of 149 samples averaged only 8.17; in 1900 it had advanced to 9.80; in 1908 to 10.24 and in 1915 to 11.91.

In the inspection of 1915 and 1916 it was found that in the former year 82 per cent. of the 251 samples examined showed over 10 per cent. of gas, and that in the latter year 88 per cent. of the 1915 samples were above that average. This evinces a generally improving situation in regard to this product. Dr. McGill gives it as his opinion that anything under a 10 per cent. content of gas should be made illegal.

AMERICAN SETTLERS INVADE SASKATCHEWAN

The opening of spring is unusually early in Saskatchewan this year, and the land is apparently absorbing all the melting snow, thus preventing the usual spring freshets in many parts of the province. Early in the week of March 25 farmers in different districts in the south were reported seeding and plowing and harrowing is progressing. If the fine weather continues seeding will be general within a week or two, probably the first week in April. Prospects are that an unusually large acreage will be put under cultivation in Saskatchewan this year as a result of the greater production campaign. The Soldiers of the Soil movement, by which hundreds of school boys will be placed on farms, is meeting with much encouragement. The movement from the States is most marked this spring. Tenants on $300 an acre land in the middle states are tiring of paying big rentals there when they can buy farm land outright in Western Canada at a low figure. Nine cars of settlers' effects arrived last Sunday at the small town of Webb in southwest Saskatchewan, most of these from points across the line. Business is being well sustained, and wholesalers state that they have been busy from Christmas on, there being no lull in trade following the mid-winter holidays as in former years. Prospects for a good spring business in all parts of the province are reported to be exceptionally bright.

SASKATCHEWAN CREAMERIES TO HANDLE EGGS

The Saskatchewan Co-operative Creameries have inaugurated a department for the handling of eggs and poultry on a co-operative basis and have established cold storage plants at Regina and Vonda. Others are in course of erection at Vonda and Saskatoon, and still additional plants will be constructed in other parts of the province. It is hoped to place Saskatchewan at the head of the provinces of the Dominion in the matter of production of eggs and poultry. A. H. Wilford is at the head of this department.

Expense Ratio Decreased by Turnover

Increased Sales Diminish Percentage of Expense—Answer to Critic of Recent Article —No Suggestion of Featuring Other Than Profitable Lines—Make the Most of So-called Unprofitable Lines, and so Decrease Fixed Charges

THE courteous criticism on the article "Turnover's Place in Judging Profits," from Ross Fleming in last week's issue of CANADIAN GROCER, probably expresses the opinions and ideas of many other grocers who read the article referred to. Mr. Fleming appears to show some diffidence in giving expression to his criticism. His temerity, however, needs no apology. The article dealt with the subject in question from a viewpoint quite at variance with that adopted by the average grocer and criticism was expected and invited.

The first point raised by Mr. Fleming is merely one of terms. He refers to the "profit on bread" which is of course 10 per cent. whether we speak of the day's or the year's turnover. Interest on capital as referred to in the article is quite another thing. In the recent enquiry the profit on bacon made by a well-known firm was only a fraction of a cent a pound, not more than 2½ per cent. profit, but the interest earned on capital was stated to be around 80 per cent.

Taking Mr. Fleming's next point he says:

"I also contend that you must average up your profits by increasing the margin on other goods to offset the narrow margin on staples."

Now, we all know that there are many proprietary goods on which an excellent profit is made and every live grocer will of course pay attention to these lines, push them in every way, stock as many of them as he can and will always be on the lookout for more. If Mr. Fleming means that the extra profit on these will average up his general profit, all well and good. But the grocer would make this profit in any case, his making it does not depend upon his selling sugar at a small profit. He is not therefore increasing his margin on those goods to average up his profit.

If, however, Mr. Fleming means that a grocer must take some line or lines of goods and say, "Now in the ordinary way I should sell these for such and such a price but as I make so small a profit on sugar I am going to add 10 or 15 per cent. to their price to make up my deficit," then the writer contends that the idea is wrong and cannot be carried out. You can and should push the sale of goods on which you get a good profit and you should do this in any case, but you cannot charge more for one article **because you get only a small profit on some other article.** If you could get more for that one article you would do so irrespective of what you make on sugar. It is not optional with you to charge what you please for any commodity, that is if you want to hold your trade. You are, to a certain extent, bound by what other merchants are charging, and it is not probable that all your competitors would hit upon the same article to bear the extra charge.

Mr. Fleming then gives figures to illustrate his point and asks to be shown where he is wrong. He is not wrong; his figures are quite correct, but it is in the inferences he draws therefrom that he differs with the writer of the article. Mr. Fleming sees in them a proof that the proprietor of the business must increase his charges on some of the goods he is selling; the writer of the article draws from them the deduction that the proprietor must reduce that 25 per cent. expense or go under. If he cannot reduce his actual expenses, if things are already cut down to the finest point, then he must sell more goods and reduce the ratio of expense in that way.

Mr. Fleming admits that additional sales up to the capacity of one's staff lessen the overhead and that is the whole point.

Any ordinary business can handle quite an amount of extra trade without additional staff. In the business which he instances the turnover is $40 daily. We do not know the constitution of the staff, but presumably a business where the expenses are in the neighborhood of $60 weekly could easily handle another $10 a day without additional staff. This would bring the turnover to $15,000 and reduce expenses to 20 per cent. If they can manage $20 extra a day expenses would be still further reduced to about 17 per cent. If the business continues to increase there will come a point where additional help becomes a necessity but the increase in the business will by that time be more than sufficient to cover the extra cost.

It should be our aim to increase our sales up to the capacity of our staff and thereby keep our overhead ratio at its lowest possible point. It is not quite clear what Mr. Fleming means when he says our total turnover will not affect our sales to the extent claimed in the article. No hard and fast claim was made. The broad contention is that as turnover increases so the ratio of expense will decrease. That even if expenses increase the relative increase will not be so great as the increase in turnover and so the ratio will decline.

The article in last week's issue dealing with a previous criticism somewhat similar to Mr. Fleming's will probably have come to his notice. The arguments used in that article will also apply to Mr. Fleming's contentions, and his ideas thereon would be heartily welcomed should he feel the inclination to still further indulge in the Irishman's favorite pastime.

TWO POINTS THAT ARE CAUSING CONCERN

Retail Licenses

Requests for information as to how the retailer shall obtain his license are being constantly received.

The grocer will in due course receive from the Food Control Board at Ottawa a form of application that must be filled in. These forms will be self-explanatory, and the grocer who lives up to the simple regulations set forth in the recent order will obtain his license in due course. The obligation, however, rests upon the grocer to secure this license by May 1, and in the event of his not receiving this form within a reasonable time before that date he would be well advised to request such a form from H. Amphlett, director of licenses, Canada Food Board, Ottawa.

Re the Income Tax

The question is being frequently asked as to whether a grocer making less than $3,000 must make an income tax return. There is no definite ruling on this question but CANADIAN GROCER does not think that it would be necessary to do so providing that the exempted amount is reached in a bona fide way.

For instance, a merchant's living charges must be counted in as profit. That is if a merchant's profits are $2,000 and it costs him $1,500 then his actual profits are $3,500 and if he is a married man he must pay on everything over and above $3,000, or if he is a single man, on everything over and above $1,500 at the rate of 4 per cent., with a surtax of 2 per cent. additional when the profits exceed $6,000.

CREDIT MEN FAVOR BANKRUPTCY ACT

At a recent meeting of the Canadian Credit Men's Association held in Toronto, the association put itself on record as favoring the proposed Bankruptcy Act that is being brought before the federal parliament at this present session. The new act is aimed to obtain some uniformity in the matter of insolvency legislation, also aims to make a distinction between the honest and the dishonest debtor, and to enable the former to obtain relief.

Radical Changes in Restaurant Regulations

Use of Meats, Wheat, Sugar and Butter Limited—Will Create Greater Demand For Fish, Eggs, Etc.—Possible Extension to Private Householders Forecast

THE changes proposed in the government of restaurants certainly step out in a most drastic fashion. and Canada finds herself in a position comparable to those countries where actual scarcity exists. Providing that these regulations are necessary, no one will complain, or at least they will do nothing more than complain. It is rather strange, however, to see Canada coming out so strongly in favor of meatless days, and meatless meals for the week, when the United States has just decided to discard this idea. The meatless day in the United States has been found to create demands that were more dangerous to the world's food supply than was the consumption of meat. The restrictions against the consumption of wheat bread and sugar, however, parallel the regulations in operation in the United States. The most drastic of the regulations that it is expected will come into force almost immediately provide for material restrictions in the kind and quantities of food that may be served in any public restaurant are as follows:

More Meatless Days

Beef and veal may be served at evening meal only.

No beef or veal may be served on Wednesday or Friday.

Pork may be served at morning meal only on Sunday, Tuesday, Thursday and on Monday and Saturday, and may not be served on Wednesday or Friday at any meal.

One Ounce of White Bread the Limit

No wheat or wheat products shall be served at the mid-day meal.

Substitutes shall be served whenever white bread is served.

No public eating house shall serve more than one ounce of wheat bread, or any product made wholly or in part of wheaten flour, between the hours of 5.30 a.m. and 10 a.m., 11.30 a.m. and 2.30 p.m., and 6 p.m. and 9 p.m.

Only the Traveller Can Eat Sandwiches

Sandwiches made from wheat bread and pork, beef or veal may only be served at railway lunch counters, but only at any time and at all times to bona fide travellers.

Public eating houses other than railway lunch counters shall not serve sandwiches during the mid-day meal.

Public eating houses shall not serve sandwiches filled with beef, veal or pork during hours and on days that these meats are prohibited.

No Bread With the Soup

Bread shall not be placed on tables in public eating houses until the first course is served.

No more than two ounces of standard flour bread or rolls, or any product made from standard flour, shall be served to one person, unless on special request for second serving.

No more than four ounces of bread or other product made from bran, corn, oats, barley or other flour at any one meal to one person, unless on special request for second serving. No bread less than twelve hours' baked shall be served in public eating houses, except in railway trains and steamships.

Bread as a garnish, except under poached eggs, is prohibited. Wheat flour dumplings in hot pies, meat stews or soups, are prohibited.

On and after April 7, 1918, no bakery operated in connection with a public eating place shall make wheat bread or rolls, pastry or other bakery products, from wheat flour other than the standard flour, or from flour containing a higher percentage of extraction than standard, without written permission from the Canada Food Board.

In bakeries connected with public eating houses the regulations governing bakeries shall apply.

Meat and game shall not be served in larger amounts per person than the following portions, weighed after cooking, not including bone:

Beef, eight ounces.
Veal, six ounces.
Mutton and lamb, six ounces.
Fresh pork, six ounces.
Pickled pork, eight ounces.
Venison and other wild meats, eight ounces.
Bacon, four ounces.
Ham, four ounces.

Only one serving of meat or other flesh or fowl per person shall be served at any meal.

One Ounce of Butter and Two Spoonfuls of Sugar

Not more than half an ounce of but-



A timely window display for the present season

ter or oleomargarine may be served, except upon special request, and then not more than half an ounce may be given.

Sugar receptacles shall not be left on dining-tables or counters, except in railway trains or steamships.

Not more than two teaspoons of equal weight of cane sugar shall be served for the purpose of sweetening beverages.

Sugar for any purpose shall only be served when called for.

Must Tell the Reason

From and after April 7, 1918, printed cards must be prominently displayed in public eating houses, so as to be easily read by all guests, bearing the following notice: "All persons in ordering their food ought to consider the needs of Great Britain and the allies for wheat, beef, bacon and foods, and that the Canada Food Board desires the public to do everything in their power to make these commodities available for export, by eating as little as possible of them, and by making use of substitutes and avoiding waste."

Or in lieu of such prominent notice the same shall be printed in red on all menu cards.

May Affect the Home Next

This will mean a good deal of a change in business conditions. but it is not the retailer that will suffer in most instances, as the majority of restaurants buy at wholesale. Wholesalers expect a most pronounced increase in the consumption of some goods, notably in eggs and fish, but also in many other lines that are not affected by the restrictions.

While these regulations affect the grocer to only a limited extent the suggestion that these are tentative measures intended to familiarize the public with these restrictions, and that in the near future similar restrictions will be imposed on the householder, will be of considerable moment to the retailer. When they touch the householder they touch the retail grocer very nearly. As yet, however, this possibility is only a rumor, and there has been no confirmation of this rumor from the Canada Food Board.

WOULD DATING CANNED GOODS HELP TRADE?

(Continued from page 22.)

the vital facts in the winning of that war. Increased production means increase all along the line; among other things, in canned goods, for the whole idea of the canning industry is to preserve fresh fruits and vegetables for future use.

Dating Law Would be a Menace

Now if a dating law were put into effect it would mean that the manufacturers will limit their pack and will not take care of the future vegetables and fruits in season, but will be forced to only pack what can be disposed of in the season.

It does not require much argument to show that instead of this law reducing prices it would have a decided tendency to enhance prices.

It would seem, therefore, that this danger is being incurred without any compensating gain. Why should these commodities be dated? So that the consumer may get fresh goods is possibly the reply. But many investigations stretching over a space of many years have proved beyond any possibility of contradiction that canned goods will keep practically indefinitely, with no depreciation in their quality. The chemical changes that occur in all canned goods occur within the first few months in which the goods are packed. This fact has been thoroughly established by chemical experiment that this is the case, and that after these early changes there is no other change, no matter how long the goods may be held.

How Dating Law Would Affect Retailer

How would a dating law affect the retailer? It is not hard to see. The average housekeeper's idea of what is and is not fresh stock is rudimentary. Even goods dated only a month or so in advance of the purchase would in all likelihood be looked upon by the housekeeper as old stock, and it would require a good deal of argument on the part of the grocer to convince her to the contrary. And as for goods that are carried over from one season to another, they would be almost unsalable, and certainly would only be marketable at a discount.

Every law that tends to the improvement of the quality of food products is a step in advance. But not every regulative law has this effect, and regulation that achieves nothing is a drag on the wheels of business. Ideas such as this dating scheme find a ready favor with the public. but what does the merchant think of them? CANADIAN GROCER would be glad to hear from any grocer on this subject. no matter which side of the argument he may favor, and would be glad to receive word of any instances that bear on this case.

ASK FOR OFFICIAL EMPOWERED TO EXAMINE FOODSTUFFS

That there should be in every municipality some person with power to inspect foodstuffs with the object of preventing them becoming unfit for food was the substance of a resolution passed by the Regina food economy committee at a recent meeting as follows:—"That the Canada Food Board be asked to give the food inspector or some other duly authorized person in the municipality power to order the proper disposition on the market of any foodstuffs which in his opinion are about to perish or become unfit for food."

REGINA RETAIL GROCERS' BANQUET

A. L. Struthers of Winnipeg, addressed a wartime banquet of 200 retailers at Regina recently on "Retail Efficiency." N. L. Green, president of the Regina Retail Merchants' Association, presided. Following the banquet a short session of the executive of the association was held, when hearty sympathy was expressed by resolution with the movement to place all available men on farms this spring and summer.

REGINA CITY COUNCIL EXERCISED OVER BREAD PRICES

The reduction in the weight of the standard loaf of bread in Regina, brought about by the order of the Canada Food Board, and the fact that a corresponding decrease in price has not taken place has been the subject of much comment here lately. The matter came to the attention of the city council at a recent meeting, when the principal point of difference among the aldermen was whether the city should place responsibility for enforcing the new bread measure on the Dominion Government, or should amend its by-law to bring it into conformity with the order-in-council. By the vote of the chair it was decided to adopt the city solicitor's recommendation giving the city inspector authority to enforce the order-in-council under discussion. The city by-law provided for a 24-oz. loaf, the recent order-in-council reducing the weight of a standard loaf to 20 oz. It is claimed that with the same price prevailing which was formerly charged for the larger loaf this represents an increase in price of 20 per cent. per pound, and the Provincial Food Control Committee has been asked to conduct a public enquiry into the matter to see if the indirect increase in price is justified. Regina bread is 7.3 cents per lb.

THE BUY-AT-HOME PLEDGE

I believe in my Town, I believe in the goods sold in my Town, and I buy them:

BECAUSE I can get more and better values—
BECAUSE I want to see the goods—
BECAUSE I want to get what I buy, when I buy it—
BECAUSE if I sell my goods here I ought to buy here—
BECAUSE the man I buy from pays his share of town and county and provincial taxes—
BECAUSE the man I buy from stands back of his goods, and is here in my Town—
BECAUSE every dollar I spend at home, gives me another chance at that dollar—
BECAUSE my home dealer carries me when I run short and out of town dealers will not—
BECAUSE the town which is good enough for me to live in is good enough for me to buy in—
BECAUSE the man I buy from in my Town helps support my school, my church, my lodge, and my home—
BECAUSE every dollar I spend at home, stays at home and makes more money in my community—
BECAUSE when ill-luck comes, or misfortune, or bereavement overtakes me, the man I buy from in my Town, is here, with his kindly greetings, his words of cheer and sympathy and his pocket-book if necessary.

Here is my pledge: Here I live and here I buy. I believe in my Town, I buy at home—

Issued by: W. W. Smith

An effective buy-at-home pledge card issued by the W. W. E. Smith Store, Harvey, N.B.

Current Events in Photograph—No. 14



SUPPLANTING THE CAVALRY

THIS remarkable photograph of a tank in action was taken during the battle of Gaza in Palestine. It suggests the wonderful adaptability of these new monsters of warfare. The country is obviously not suited for cavalry operations, as the ground the tank is negotiating would defeat most horses.

TORONTO MILK PRODUCERS WILL MAINTAIN WINTER PRICE—GO ON RECORD AS OPPOSED TO DAYLIGHT SAVING

Three hundred members of the Milk Producers' Association whose product is marketed in Toronto met there recently to discuss the problem of milk prices for the summer months. It has been customary for milk to decline in price during the summer time, but the unanimous decision of this gathering was that prices should remain at the winter standard.

One section of the producers favored increasing the price to $2.75 an eight-gallon can, but after much discussion they agreed to the motion fixing the price at the figure charged during the winter. However they said that this coming year they intended to make a careful study of the actual cost of producing milk.

R. F. Hicks of Newtonville, and John Newhouse of Snelgrove sponsored the resolution to continue the winter price of $2.50 an eight-gallon can, delivered at the dairy. Mr. Hicks said that while it was true the cost of labor had advanced considerably of late and while practically all producers had been carrying on business at a loss, it was the safest in these times to continue the present prices.

Toward the conclusion of the gathering an almost unanimous resolution placed the association on record as against the proposed daylight-saving scheme, and authorized that protest be made to the government. They felt that the farmers had not been considered in framing the bill. While they themselves would not have to go to work by the changed time, they declared hired help would not work after the whistles blew in the cities.

CANNING INDUSTRY BOOMING AT PICTON, ONT.—TWO NEW CANNERIES EXPECTED

The financial success attending the canning industry during 1917 has caused marked activity in the canning business in the Picton, Ont., section this year.

Two new factories are to be in business this year. G. E. Boulter, who for several years was the manager of the Boulter factory in Picton, and for the last seven years teller in the Union Bank here is taking contracts for his new factory which is to be erected on Lake Street. This week the announcement is made that the Hepburn mill on the wharf is to be converted into a canning factory to be operated by Keith Hepburn under the firm name of the Quinte Canning Company.

This activity in the canning business has led to keen competition for the growing of produce and a marked increase in prices offered. Farmers are this year to be paid 60c per bushel for tomatoes, $60 per ton for peas, and $15 per ton for corn. These prices are attractive even with the present good prices for other lines, and the canners should have no difficulty in securing sufficient contracts if the farmers can only be assured of sufficient help to harvest the crop.

RENFREW, ONT., HAS NEW MILLING CONCERN

The Renfrew, Ontario, mill of the Interprovincial Flour Mills Co., is now in operation. W. E. McConnell is manager of the new mill. The mill is of 400 barrel capacity and is one of a chain of mills, the others being at Saskatoon and Strome, Sask.

G. F. Durkee, who has conducted a grocery store at Port Rowan, Ont., for the past twenty-one years, has sold out to F. H. Anderson.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886
The Only Weekly Grocer Paper Published in Canada

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EDITORIAL BRIEFS

DRY days, boys, though judging from the stories of the express companies there are some homes that will be wet as Noah's Ark for some time to come.

* * *

THE Quebec Housewives' League are out in favor of the cash and carry system. If there is any real ambition on the part of the housekeepers to carry parcels they ought surely to be accommodated.

* * *

THE report of the *Labor Gazette* for March declares that there have been slight advances in the cost of most food commodities sold at retail during the month of February, with the exceptions of eggs, cheese, bread and sugar. The average cost of the family's budget of staples is given as $12.54, as compared with $12.42 in the preceding month.

A DOLLAR PER HEAD

THE cost of automobiles imported into Canada last year reached the modest total of upwards of $8,000,000. Now the prosperous chap, who had his mind all made up to the squandering of a few thousand on a new car this year, may be pretty sorrowful, but in the end this one item means a saving of $1 per head, and that extra dollar is as likely as not to find its way into the grocer's till. Therefore, wherefore be sorrowful?

THE MOST NEEDED MAN

THE Hon. Mr. Lemieux in a recent debate in the House, on the question of whether Mr. O'Connor was to be removed to some other sphere of usefulness, a question which by the way was answered in the negative, described the aforesaid gentleman as possibly "the most needed man in the public service." That appears either as a purely rhetorical exaltation of the gentleman's value to the country, or as a distinctive assault on the value of the other gentlemen engaged in the public service.

Mr. O'Connor has unquestionably made a great many drastic statements that a certain percentage of the people believe. He has made life a little harder for the heads of some industries. As the heads of industries are fair game for anyone in these times, no one would complain of that if any results had been achieved. Unfortunately not by the faintest fraction of a cent have Mr. O'Connor's activities affected the price of the commodities discussed, while it is only reasonable to believe that the cost of Mr. O'Connor's office has added in some slight degree to the High Cost of Living.

NEW PROHIBITIONS DO NOT HIT GROCER.

THE proposed legislation prohibiting the import of many manufactured goods into Canada is about the only bit of legislation of recent date that does not seem to have been aimed directly at the grocery trade. Barring patent medicines that are quite an item in the trade of the general store, and which in many cases are manufactured in Canada, there does not seem to be anything on the suggested embargo list that will materially affect the grocer, as a grocer.

Of course the grocer would be affected by the suggested tax to be imposed on the manufacturer to offset any betterment in his conditions that might have resulted from these embargoes, but as a business man he is apparently getting off pretty well scot free. That the grocer might have suffered in his business is evidenced by a few of the larger items in the food trade with our neighbor across the line: Meat products, $31,000,000; corn, $12,000,000; wheat, $4,000,000; fruits and nuts, $3,400,000; wheat flour, $890,000.

LET US GROW WHAT WE NEED

IN this great campaign for production that is before us, it would be a wise thing to use a little judgment, and try to plant the things that are likely to be in demand. We grew a lot of carrots and onions last year, and doubtless a lot of other things would have been more plentiful at the present time had we devoted ourselves to disposing of these same articles. But the sad fact is that we didn't. There are still large stocks on hand in various centres that are wanting a buyer, and wanting one fairly immediately.

Of course the general answer will be to state that the merchant has been responsible for this condition by hoarding, and holding for high prices. That, however, is not the case. Carrots could be bought at any time during the past season for very moderate figures. But there was no great demand for them.

It would be wise, therefore, in our planning of increased production, not to overlook the fact that it is wise not to provide more of one thing than the people happen to want, or else to provide ahead for some satisfactory method of distribution that will ensure that there shall be no waste.

THINKING THINGS OUT WITH THE STAFF

THE merchant who does all the thinking for his staff has no particular reason to complain if his staff do not greatly discommode themselves to do any thinking on their own part. Plowing the lone furrow especially in these days is a profitless business. The merchant in the end must depend upon his clerks to sell a fair portion of his goods, and in doing all the thinking he is handicapping his own staff.

The staff conference is one of the best business propositions that has yet been conceived. Practically all wholesale houses adopt some such method. But probably the bulk of the retailers never try to formulate a definite united policy, an offensive in which all the forces of the store are working toward a common end. In the Spring and Summer Number that will appear on the last Friday of this month there will be a large number of articles that may be of some value, or that may be of profound value. If the suggestions they convey reach only the proprietor, then their influence naturally stops there. There will be some big ideas in this number. Give them a chance to help you in your business. Arrange to get your staff around you, and see how these ideas may be adapted or improved to meet your own special needs.

THE WAY OF THE FOOD DICTATOR IS HARD

THE New York *Evening Post,* in a recent editorial, had this to say on the question of Food Controllers:

"Food dictators have a hard row to hoe. In the first place, they must face people's unwillingness to draw their belts generally tighter; secondly, they must try to suspend the customary laws of supply and demand in all the main commodities, erect a huge dam of government regulation against the operation of these laws. Any leakage leads at once to a roar of condemnation. Thus they have to face a storm of abuse from both sides, from producers as well as consumers. This is why the casualties among food dictators are so great, greater, perhaps, than in any other branch of the service."

DAYLIGHT SAVING ON THE WAY

GOOD news came from Ottawa during the week to the effect that the Daylight Saving Bill is ready for its third reading. The only detail that has been left in abeyance is the time when it shall become operative.

There is one thing in favor of a short announcement, namely, that it will take up very few seconds to make the change through Canada once the announcement is made that it is to become effective. Thanks to the efficiency of the press as a publicity means it can be flashed across the Dominion within a very short space of time. It seems highly probable that hardwaremen will have the best opportunity they have ever had to talk garden tools and other instruments and equipment that will help along production.

THE GROCER AS A SALESMAN

THERE seems to be an impression among a great many grocers that it is their business and in their interests to merely hand out the goods that are daily called for. Some few grocers rather take credit to themselves in the fact that they do not make any effort to influence sales, while others have built up a sound and satisfactory business through their ability to tell their customers just what goods would suit them best.

Many grocers rather than risk offence will sell only the article asked for. In other words they make little effort to study the actual needs of their customers other than seeing that they have a sufficiently comprehensive stock to take in anything that might possibly be demanded. Now the customer is not always in the best position to know of the relative merits and the relative food values of these goods. Mainly they buy on a basis of habit rather than on a basis of food value. Surely the grocer should be in a position to give his customers such information as would ensure them getting the best value for their money. His customers are his clients, and he should see that their best interests are served. He should not let them go on purchasing goods that he knows do not show a maximum of value for the price without advising of the existence of other and better lines. The fear that such action will annoy customers is ill-founded. Of course a certain amount of tact must be used. The grocer must know his customers and their preferences and their idiosyncrasies so that he may not run full tilt against some prejudice or waste his energy on someone whose mind is already made up.

In short the grocer should be in fact as well as in name a salesman. It is something that requires tact, understanding and not a little wisdom, but it is a paying proposition, as the experience of a multitude of merchants has amply proven.

A BRITISH Antarctic explorer suggests the establishment of a line of refrigerator ships to bring whale meat from the Polar seas, to take the place of other meat now so scarce. Suppose you cannot expect too much in the way of an idea from a person interested in the South Pole.

Now We Must Keep Books

New Licensing Regulations Require Some System Whereby the Business Income May be Discovered—A System Complete Enough to Provide Proof if Required —Some Simple, Sufficient and Flexible Systems

By Henry Johnson, Jr.

CANADA'S Food Board now steps up to every grocer, big and little, and says to him:

"Friend, from now onwards I want to know how much income you make out of your business. I can't know this unless you know it. You can't know it unless you keep accurate accounts. And, since we're busy ourselves these days, we must insist that you keep such accounts as we can verify rapidly. Moreover, much as we might like to take your statement without question, knowing you to be an honest man, there are some we cannot trust, and we have to treat all alike. So you must prepare to show us conclusively when we call for records."

We must understand that this demand is quite final. What they say *goes*. So let us realize that we are to be obliged by changed circumstances to do something exceedingly good for ourselves, something we know in our hearts we have neglected as we had no right to do. There will be some scratching of heads, some tall wondering just how we are going about it; but we know we must do it and that we must do it now. We shall therefore most gladly welcome any practical suggestions as to how we may do it in a water-tight way, without taking all our time for the task.

Working to the Harvard Sheets

Many of us are using the Harvard sheets successfully. Many others have wished they could use them, but have been unsuccessful in formulating a set of books to lead up to those sheets; for the sheets are made for recapitulation, for results, and they have not found a way to lead up to those results.

Again, it is necessary to have things that can be checked. That means records in balance; and that means double entry or its equivalent; and those of us who have had experience with old-style double entry are apt to be appalled by the detailed writing and re-writing required by these old-style methods.

But now comes forward a system-deviser with a simple set of records which affords all the balance, cross check and security of double entry with the minimum of writing. It is, in fact, a single entry system; but provided with two sets of columns into which balancing entries are extended on the left and right sides of the detail column, so that the two figure-columns always must be equal in total, thereby affording an instant and palpable check, just as your daily work progresses.

Hence, hereby the busy grocer can keep his records in shape for his own guidance; for his protection in case of fire (his ever-present danger); as a clear current history of his business so that at all times he may know just how things are going; so that he may know those things IN TIME to steer clear of impending difficulties and correct errors; and in such condition that he can hand the board what it wants in short order and in convincingly workmanlike shape.

The results of a month, an epoch of several months, or a year can be transferred to certain simple forms provided with the system, or to the Harvard sheets, or to both, with the minimum of labor; so nothing need be left to chance or guess.

Wide Range of Flexibility

A special advantage is the ready facility with which the system may be expanded or contracted to meet your requirements. All of it can be kept in a single loose-leaf binder, just the sections necessary for your store. If you have the smallest kind of place and sell only $25 daily, for cash, you obviously will not need customers' ledger, purchase ledger, controlling ledger; and several other features can be curtailed or omitted. If you are in the $100,000-a-year class, operating under license from the Government, you can have section after section, each in its own binder, and you can expand these as much as you need or like. In fact, an admirable point about the system is that it is suitable for the smallest business, yet adequate for all the needs of practically any other.

Three points are specially valuable to any merchant. One is the plan of depositing all your cash receipts in the bank, thus making your bank deposits absolutely correspond with your total receipts—in itself a most valuable check on your business. Second is the system of paying all important bills by check. The third is the keeping of a stated sum of cash separately for the payment of petty items. This is provided with a neat, compact form whereon all such small payments are accounted for, plus a little receipt form to be signed by the payee, thus furnishing you with a clean receipt from everybody to whom you pay the smallest sum. To have such receipts from your clerks alone for the wages as paid is worth the price of the system.

The cost for the initial layout for the average merchant is $19.85—nothing at all compared with its value. A set of sample forms with detailed instructions for their use is furnished for $1. You can study those samples. Then when you buy the outfit, this first dollar paid is credited against the $19.85, so your investigation costs you nothing. The patentees are ready, also, to answer all questions, help you out with any problems which may stump you, and in all other ways aid you to make the system a permanent part of your business equipment.

Double Entry Can Be Simple Too

The name double-entry is unfortunate as applied to many other systems. A better name would be self-checking, or, as one concern has it, safeguard. For really there is nothing about a double-entry system suitable to anyone's requirements that need scare him.

I am reminded of the story of the clock which stopped because it got to figuring on all the ticks it must perform during its life. It stated that it was ticking four a second, 240 a minute, 14,400 an hour, 345,600 in 24 hours—and then going right on without a stop. It was just plumb scared of its job! But then somebody said: "Tick once," and the clock did it, and then again, and the clock did it again. Then he asked whether there was anything hard about it. The clock said no, to do it a few times was not hard. So he pointed out to the clock that it only had to tick once at a time; and when the clock realized that fact, it started off again, and has been ticking steadily ever since without a sign of exhaustion or worry.

When double-entry is mentioned to the novice he pictures himself selling a cake of yeast, entering it to the credit of merchandise and to the debit of cash, and says "Gracious, I have no time for that kind of thing—I have to work for a living!" And it is hard to get that idea dislodged. But there is no need for such an impression; for double-entry can be made to fit into the smallest kind of business, double check all transactions, keep records in absolute balance, and yet take up no more time than the most inadequate, slipshod excuse for system.

Ask Yourself WHY You Keep Records

If you ask yourself why you keep records, you must certainly see that the only kind worth keeping are such as actually tell you what you are doing. Slipshod systems will not do that; so the work expended on them is really worse than wasted; because not only do they not account, but they lend you a false sense of security.

If you followed the details of my own system, tried during more than 20 years of successful business, probably you agreed with me that it was simplicity itself. In fact, it was just that. My cashier used to complete her daily work on the journal in about an hour every morning on the average. I needed from half to an hour every month to post my ledger. All the time, my affairs were ascertainable down to the penny at any time within a few hours; and they were right before me, in sufficient detail for practical purposes, all the time.

(Continued on page 32.)

THE CLERKS' DEPARTMENT

THE BANKER WHO SAVED THE CREDIT OF BRITAIN

The Great Part Played by Governor of Bank of England in the World Crisis

The war has very seriously strained the financial resources of all nations. In fact it is little short of miraculous that finance has not cracked under the strain put upon it. Before the war men did not think in higher financial terms than millions. To-day we think in billions and before the war is over we may even talk and think in trillions. And through all this change finance has stood up and managed to successfully meet all contingencies.

One of the reasons for the success with which money troubles in Great Britain have been met, is found in the ability and staunchness of the Governor of the Bank of England.. Lord Cunliffe has been equal to every emergency and his courage and resource have saved the situation many times. A sketch of this remarkable financier appears in the *London Bankers' Magazine.*

Speaking as we do with a knowledge of very many of those who have occupied the chair at the Bank of England during the past twenty-five years, the first comment we would make with regard to the present occupant is the exceptionally strong note of individuality which characterizes him. In one sense, of course, it is entirely a matter of accident that Lord Cunliffe should have filled the position of governor of the bank for a longer period than any of his predecessors, the initial cause being that he happened to be in the chair at the outbreak of war; and the determination with which some of the original war finance problems were handled by him—to say nothing of the great complication of those problems—immediately forced upon the directors of the nk the adoption of the policy which has been so often advocated by writers on money market affairs, namely, something like continuity of management of the central institution. There are probably very few, however, who could have stood the quite abnormal strain of the responsibilities incidental to that position during the past few years, especially as it is a position which evokes daily criticism, moreover, to which often no reply can be given, inasmuch as motives and causes actuating the policy cannot be disclosed in the midst of a great war. Indeed, it will be impossible to write a full and fair account of the part played by the Bank of England in the crisis of the past three years until the crisis itself has passed. All the same, we believe it will not be without interest if at this juncture, and accompanying Lord Cunliffe's portrait, we give our readers a brief sketch of his career and offer a few general comments upon the policy of the bank during the past three unexampled years in the history of this country.

The grandson of one banker—James Cunliffe, of Blackburn in Lancashire—and son of another—the late Roger Cunliffe of Alexander Cunliffe & Co., of Lombard street—Walter Cunliffe was born in December, 1855, if not absolutely in Lancashire, of good old Lancashire stock. He was educated at Harrow, and although undistinguished as a scholar, he represented his school three times at Wimbledon in the schools' competition for the Ashburnham shield, shooting twice for the Spencer cup. From Harrow he went to Trinity College, Cambridge, and gained his "blue" in athletics, winning the inter-varsity mile in 1877. After taking his degree he travelled abroad and began life in earnest working for a year as a stockman in Queensland, Australia. He has visited many parts of the world, either for business or sport—in fact, with the exception of South and Central Africa, there are few places which he has not seen, and many of his reminiscences of rough life in mining camps or his big game shooting expeditions are interesting.

Eventually he settled down in partnership with his brother Leonard as merchant bankers, or an accepting house, under the name of Cunliffe Brothers, which perhaps fortunately under the circumstances never aspired to doing a large business, and was one of the few of those houses who were not caught with their wings rather too far spread when the great war broke out in August, 1914.

In 1895 he was made a director of the Bank of England, and held that position until 1911, when he was elected deputy governor, in succession to Mr. A. C. Cole, who became governor. On the outbreak of war Mr. Cunliffe, doubtless to his own consternation, found himself in the governor's chair, which he has occupied since 1911. Lord Cunliffe is now in the midst of his fifth year of office, as, so far, it has been thought desirable to make no change during the war. His only directorate is that of the North Eastern Railway Company, to which he was elected in 1905

To recount the work of Lord Cunliffe during the three strenuous years of the war would be to fill not a short magazine article, but many volumes.

It is highly interesting and somewhat instructive to think for a moment of some of the problems which have had to be dealt with during the three years by those responsible for the controlling of the banking system of the country. In the first place there was the obvious task of stemming the effects of the sudden outbreak of the European Armageddon, with its shattering effect upon the whole fabric of the international system of credit. Within the briefest space of time, arrangements had to be made at home for carrying on the banking of the country, and for providing the necessary currency requirements. Steps had to be taken to provide means for meeting the gigantic liabilities represented by outstanding bills of exchange and also to deal with every case where the suddenness of the war occasioned temporary insolvency in directions where only time was required to liquify frozen assets. The Stock Exchange, as we all remember, was closed, dealings in public securities on any important scale were at a standstill, and, although at the moment of the outbreak of the conflict, the trade balance was so overwhelmingly in favor of this country as to justify huge gold shipments to London, the very state of war and the consequent danger of shipping the metal, added to the many difficulties with which the country was called upon to contend. Indeed, as many writers have justly said, it was as though some great financial earthquake had occurred, interrupting completely and disorganizing for the time being the whole credit system of the world. Exceptional energy and ability were demanded, and also an unusual measure of courage. In no ordinary degree these attributes were displayed both by the then Chancellor of the Exchequer, Mr. Lloyd George, and by the governor of the Bank of England. Any halting measures, any lack of courage, might easily have created at that period such financial disaster as to imperil the very war itself at its commencement. But whatever minor mistakes may have been made, and it was inevitable that during a period when rapid action was the very essence of the situation, mistakes should have been made, and despite all the criticisms which have been offered at various stages of the crisis by the money market, it was at the time, and always will be, conceded that the courage and energy displayed by the governor of the Bank of England were mainly responsible for the complete absence of panic and the grow-crisis.

It will never be forgotten how, to meet the situation in the bill market and to preserve the prestige of London as a great monetary centre, bills to the extents of hundreds of millions were discounted at the central institution under conditions which absolutely relieved all but the original parties to the bill of further liability. Moreover, it must be remembered that in those days we had not grown accustomed, as we have done since, to thinking and talking in terms of hundreds of millions, and when the financial history of the present war comes to be written, we fancy it will be generally allowed that there has been no greater example of financial courage than was then displayed in the almost prodigal liberality of the State and the bank in their arrangements for the assistance of the money market. And as on so many occasions where courage has dominated the situation, the reward of success followed, so that within a remarkably short period the Chancellor of the Exchequer was able to announce that the amount of undischarged liabilities to the Bank of England was really exceedingly small.

Moreover, to recall a minor but by no means unimportant incidental, it is, we fancy, an open secret that it was the governor of the Bank of England who took the whole responsibility of placing a guard over the enemy banks on the 3rd August, immediately after Sir Edward Grey's speech in the House of Commons, thus frustrating any attempts to remove their securities before war was actually declared.

But these were merely some of the preliminaries of the situation which had to be handled by the Bank of England at the outbreak of war. During the two and a half years considerably more than two

thousand million pounds has been raised in actual long-dated loans by the government, while if exchequer bonds and treasury bills are added the total is, of course, considerably over three thousand millions. All of these great loan flotations, though loyally participated in by the bankers in Lombard street, have been organized and floated by the Bank of England, and so perfect has been the organization of that institution that in every case the operation has gone through with a smoothness that has been little short of marvellous.

And yet, if the work and the problems of war finance had ended here, they might have been described as simple in character. But they have not. As we all know, there has been no graver aspect of war finance than that which has concerned itself with the financing of our imports from abroad. By reason of the colossal character of the war and the number of nations concerned in it, the trade balance in favor of the neutral countries, and against the belligerents, has been of a completely overwhelming character, while the burden has centered mainly upon Great Britain by reason of the extent to which, in addition to bearing her own share in the cost of the war, she has also financed a goodly part of the imports of her Allies as well. In this particular aspect of the situation the responsibilities of the Bank of England must have been stupendous, for although not defined by any act of parliament, it is none the less the primary responsibility of that institution to safeguard the gold supplies of this country. And yet, it is certainly no exaggeration to say that so far as the adverse balance of trade itself was concerned, the figures were of such a character that no nation on earth could possibly have been able to control the gold position without the utmost skill and the greatest courage. Thanks, however, to concerted action on the part of the Allies and to the formation of strong exchange committee, with Lord Cunliffe at its head, the situation has so far been dealt with in a conspicuously successful manner, although the moments of anxiety must have been frequent and great. Finally, however, as we all know, the financial arrangements pursued over a long period between America and this country became enormously strengthened by the actual entry of the States into the war, so that, so far as that country is concerned, the pressure of the problem has slightly relaxed. No small part of this problem of gold movements, however, has consisted, even in its physical aspect, of shifting the metal to the various centres required, and we believe it was largely by the ingenuity of Lord Cunliffe that at a very early stage in the war the idea was conceived of making Canada a centre first for receiving gold from New York intended for London, and later for feeding New York with gold when it became the turn of the Allies to settle their heavy indebtedness to the United States.

Moreover, throughout the whole of the war period down to the present time, it must be remembered that the Bank of England has had to fulfil the peculiarly difficult and delicate task of serving primarily and always the interests of the state, and at the same time continuing to fulfil its functions as the pivot of the money market, and to arrange matters that so far as might be possible ordinary financial business in Lombard street should continue. Under conditions such as these, it is scarcely surprising—it could hardly have been otherwise—that the one called upon to fulfil the unwelcome office of governor of the bank should have been exposed to constant criticisms. With a knowledge of the inwardness of events known to few, the bank's policy must often have been inspired by considerations entirely beyond the ken of the London money market, and it says much for the confidence which was inspired by Lord Cunliffe's general policy during the trying times at the beginning of the war that, despite criticism, the money market has placed increasing confidence in his judgment, even when the policy pursued has oft-times been contrary to its own immediate interests. Nor is this feeling of trust difficult to explain. It is not that mistakes may not have been committed, but in business as in other departments of life, a strong leader always commands respect and confidence, and of courage and determination there has been no lack under Lord Cunliffe's governorship. There has been no task and no situation from which he has flinched, for one moment, and even some time since when, through illness, he should have been resting, he continued at his post under conditions which unquestionably involved serious risk to his health.

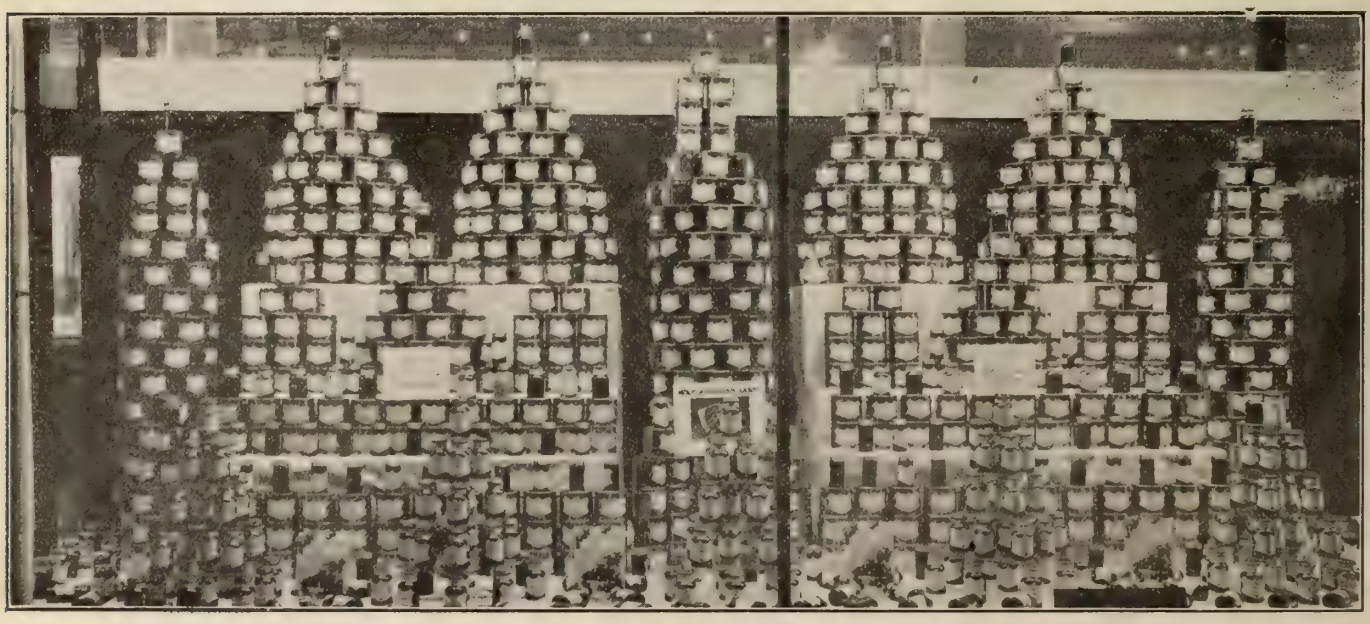
And now to the many services which Lord Cunliffe has already rendered to the nation must be recorded the fact that, together with our foremost statesman and diplomatist, Mr. Balfour, he took part in the mission to the United States immediately following the entry of that country into the war. By general consent that mission has come to be recognized as one of the most successful ever sent out from this country. On the political side a better choice than Mr. Balfour could not possibly have been made, and it is quite evident that his transparent sincerity made him a simply invaluable representative in clearing away any doubts, if they had previously existed, of our motives and aims in the present great war. And as regards finance, there was, of course, no one who was more intimate with every problem which has arisen since the outbreak of the war down to the present time than Lord Cunliffe, a circumstance which must have been of inestimable benefit in the many conferences on the other side of the Atlantic before the financial arrangements in connection with the granting of credits were finally concluded. Those credits so far as may be gathered have been arranged on terms thoroughly advantageous to this country, and amply reflecting the readiness of America to take its part in the war. It is well to remember, however, that where money matters are concerned, friendly sentiment in itself is not sufficient, and America was entitled to the fullest and most explicit information as to the general situation of the Allies. That the situation was adequately handled and expressed by our financial representative, Lord Cunliffe, is sufficiently evidenced by the smoothness with which negotiations appear to have proceeded. Moreover, it must not be forgotten that, given a long continuance of the war, the monetary operations between America and this country are likely to be numerous and extensive.

NOW WE MUST KEEP BOOKS

(Continued from page 30.)

Yet that was a double-entry system. I always have preferred it because not only simple, but logical and self-checking. What appeals to me about the single-entry plan I detailed at the beginning of this story is the fact that it seems to completely supply all features of the double-entry, while being readily comprehensible to anybody.

A not inconsiderable portion of the value of keeping accurate records is that no man can do it without THINKING, and thinking regularly and logically. Bookkeeping is the essence of logic. The two are infinitely valuable to any merchant. So we may well welcome this newly imposed task.



Quantity displays of marmalade and jams similar to the above are one of the most effective sales methods.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

The late spring has delayed the maple sugar crop but shipments are expected next week.

W. Frank Hatheway, of Hatheway & Co., Ltd., St. John, is in Barbadoes for the spring months.

Practically all the grocers of St. John have secured their business licenses under the new federal act.

On account of the food conservation movement the bakers in St. John agreed to make no hot cross buns for the Good Friday trade as in other years.

The U. S. Government having taken over the last steamer of the E. S. S. Corporation, St. John, is now cut off entirely from steamer communication with Boston, a situation which imposes a serious handicap on the import and export of many lines of groceries and produce.

The licensing of grocers by the Dominion Government has raised an interesting issue in St. John with regard to the case of the smaller wholesalers who are not members of the guild. In the past they have been debarred by their lack of membership in the guild from purchasing flour and sugar direct. Now that they hold the government license as wholesalers they do not see how this concession can be refused them.

Quebec

Miss Antoinette Beaudoin, Montreal, has sold her business.

Albert Lamouche, grocer, has succeeded A. Provost at 503 Visitation Street, Montreal.

P. E. Pelletier has opened a grocery store in Prince Arthur Street, St. Lambert, Quebec.

R. Ricard, fruit dealer of Three Rivers, Quebec, was a Montreal visitor during Easter week.

L. Papineau, butcher of St. John's, Quebec, was in Montreal prior to the Easter holidays.

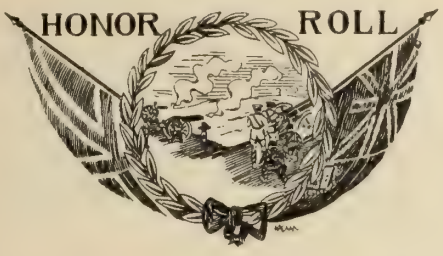
Among those calling in Montreal the past week was F. Morin, a fruit dealer of Three Rivers, Quebec.

P. R. Minto, sales manager of the Cowan Company, Montreal, is visiting the Toronto office this week.

Ovile Leveille, Lachine, Que., has purchased the grocery business formerly conducted by Mrs. J. Lauthier, at this point.

H. Merrill, local manager for the Ogilvie Flour Mills Co., Ltd., Montreal, was in New York over the week end.

E. Nicholson, with the Mutual Purchasing Co., Ltd., Winnipeg, was in Montreal last week where he remained for several days.



Captain Aubrey McKinnon has been killed in action on March 21. Capt. McKinnon was the senior partner of McKinnon & Horton, grocers, George Street, Sydney, N.S., for a number of years. Previously he had lived in North Sydney.

Capt. McKinnon, who was 28 years old, commenced soldiering eleven years ago, when he received a commission in the 94th Battalion. On the declaration of war he discontinued taking an active part in the business and undertook war duties. He left here last June for overseas with the rank of captain, but in order to serve in France reverted to the rank of lieutenant. Joining the 85th Battalion during last November, he served with them till his death.

Private Thomas McBroom, Govan, Sask., who enlisted with the 195th Battalion in March, 1916, returned from the front on Monday night. Private McBroom received shrapnel wounds in the face, arms and legs in July of last year at Hill 70.

Before enlisting he was employed in Harry Latta's grocery store.

T. H. Johnston, manager of the Canadian Fish and Cold Storage Co., Ltd., of Prince Rupert, B.C., was a Montreal visitor this week in the interests of his firm.

Chas. Chaput, president of the wholesale grocery firm of Chaput, Fils et Cie, Montreal, has been confined to his home through illness. Mr. Chaput is expected to be at his desk again in the course of a few days.

Ontario

Alex. Mowbray, Wingham, has sold to Robert Brooks.

Mrs. E. Marshall, London has sold to J. H. Benbeau.

J. E. Gullberg, general store of Minaki, Ont., has sold out.

W. G. Cummings, Brittania, Ont., has been succeeded by L. N. Lascelle.

Jas. Cain, Huntsville, has advertised his business for sale as he has decided to retire from business.

John Waddell, citizen of Harriston, Ont., and for many years a grocer there, died at his home in Toronto recently.

The general store business of St. Amour and Lalonde, St. Amour, Ont., has been changed to E. St. Amour.

Albert Pinkerton, who for many years has been actively associated with the business life of Pinkerton, Ont., died recently at his home after a brief illness. Mr. Pinkerton was postmaster of the town as well as storekeeper and secretary of the fair.

Beverly McDonald, who for a good many years past has conducted grocery stores in both Picton and Napanee, Ont., has sold his Napanee business to the Normile Grocery Company. He is continuing the Picton business.

Western Canada

B. Gimovski, Winnipeg, has been succeeded by Harry Cohen.

Ross Brothers, grocers, Winnipeg, has been succeeded by John Ross.

E. E. Tilley, Minnedosa, Man., has been succeeded by H. H. Tilley.

Collum Bros., Winnipeg, have been succeeded by Harry E. Bowen.

S. Waldman, general store, Roblin, Man., has been succeeded by Z. Marantz.

White and Ziegler, general store, Souris, Man., have dissolved partnership.

Lines Bros., general store, Cantour, Sask., has been sold to Mackenzie and Mann.

The general store of Price and Company, Lavenham, Sask., suffered recently through fire. The store was insured.

J. E. A. Mitchell, who conducted a general store business at Toga, Sask., has been succeeded by J. W. Mitchell.

J. L. Morton, who conducted a general store in Wawanesa, is moving to Shackleton, Man.

Harris Bros., grocers, Winnipeg, have been succeeded by the Logan Food Supply Co.

S. Lowe, general store, Summary, Sask., has been succeeded by A. W. Barber.

Argue Elliott and Co., general store of Mather, Manitoba, have opened a general store at Lomond, Alta.

Rostum and Green, Success, Sask., have dissolved partnership, W. R. Rostum continuing the business.

Ash and Burwell, general store, Asquith, Sask., have dissolved partnership, F. P. Ash continuing the business.

The C. H. Grant Co., Winnipeg, have been appointed agents for the Balfour Guthrie Co., Vancouver, B.C., and also Canadian sales agents for the Defiance Packing Co., for their lines of salmon, herring and other sea foods.

MANAGER OF CANADIAN BRANCH OF ROMAN MEAL COMPANY DIES

Joseph A. Jackson, general manager of the Roman Meal Company, died suddenly at his home in Toronto Sunday after a brief illness from heart disorder.

Mr. Jackson was well known in trade circles and his death will be felt as a distinct loss by a wide circle of friends and acquaintances. Mr. Jackson became manager of the Roman Meal Company on the establishment of the Canadian branch, four years ago. He was a brother of Dr. Jackson, founder of the company.

He was deeply interested in religious and social reform work, and previous to his association with the Roman Meal Co. he was the secretary of the Provincial Sunday School Association. He is survived by a wife and two daughters.

SASKATCHEWAN R. M. A. WILL HOLD CONVENTION

The Saskatchewan branch of the Retail Merchants' Association will hold its annual convention in Saskatoon on May 14-15-16. Arrangements are yet to be made for a building in which to meet, but program for the three days has been practically agreed on. E. B. Moon, director of the Department of Community Building and Trade Betterment of the *Farmers' Review*, Chicago, is expected to deliver a number of addresses at the convention.

F. E. Raymond, secretary of the association, expects a large attendance and arrangements will be made for a bigger convention than in previous years.

QUEBEC MERCHANTS AND HOUSEWIVES DISCUSS CASH AND CARRY

At a joint meeting of Quebec Housewives' League and the Retail Merchants' Association held recently at the City Hall, the question of the cash-and-carry system was discussed by those present.

After much exchange of opinion in which several merchants expressed their approval of the system if it could be carried on in a profitable manner, Mr. O. Shink, president of the Retail Merchants, complimented the ladies for their energy in working for the public welfare and assured them that the matter would be taken up by the merchants, and if it was found to be feasible some action might be taken in the matter in the near future.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

WHERE TO GET COCA COLA

Would you please give me the address of a Coca Cola agent?

Robert Kirby, Sarnia, Ont.

Ans.—Address The Coca Cola Company, 65 Bellwoods Ave., Toronto.

IS A WHOLESALE LICENSE NECESSARY FOR A GENERAL STORE?

Is it necessary for a general store to take out a wholesaler's license to handle farmers' butter and eggs and resell them to the regular trade buyers?

H. J. Craig, Ailsa Craig, Ont.

Ans.—There has been no definite ruling on this case, so no definite answer can be given. We believe, however, that you can continue that business as formerly without getting a wholesaler's license. That business is an established part of the general store business. It is not in any sense a wholesale business, but is a charge for an accommodation that the general store provides as an accumulator of produce. We feel confident that the Canada Food Board would not consider this activity as coming under the heading of a wholesale business.

WASTE PAPER BUYERS

Please let me know where I can sell clean baled paper, and about what it is worth at present.

M. J. Carriere, Hammond, Ont.

Ans.—Present Toronto quotations on waste paper is $6.00 a ton in small lots at Toronto. A far more advantageous way to sell, however, is for a number of merchants to get together, and arrange to load a car. Quotations on car lots are $8 f.o.b. cars at shipping point at points south of North Bay and east of Fort William.

The E. Pullan Company, 10 Maud Street, Toronto, are large handlers of waste paper. Other handlers of waste paper are: Guelph Rag and Metal Co., Guelph, Ont.; Galt Rag and Metal Co., Galt, Ont.; Kingston Rag and Metal Co., Kingston, Ont.; St. Lawrence Pulp and Paper Co., Ottawa, Ont.; Rosenfeld and Co., Brantford, Ont.; Rosenfeld & Levitt, Barrie, Ont.; Hamilton Rag and Metal Co., Hamilton, Ont.

HARDSHIP IN MILL FEED REGULATION

Am I supposed to sell mill feeds at an advance of 10c per cwt. over cost at railway? I have 16 miles to haul my freight at a cost of 20c per cwt. My cost on each hundred pounds sold would be 10c. You state that no costs for delivery from railway to storehouse may be added. I had better stop handling mill feeds if this is correct.—J. W. Troyer, Magnetawan, Ont.

Ans.—Order No. 14 distinctly reads—"By dealers distributing ex-warehouses or premises to consumers, not more than 10 cents per bag of 100 pounds may be added to the cost at the railway station where dealer takes delivery." We agree with you entirely that this is absurd as it applies to your case. Would advise that you write Henry D. Thomson, chairman of the Food Control Board, outlining your case and asking him for decision on the matter.

COAL OIL CARBURETOR

I am having some difficulty with the carburetor of my car. Do you know anything about a coal oil carburetor, and where it is manufactured?

M. J. Carriere, Hammond, Ont.

Ans.—We have had no experience with this carburetor; apparently, however, it is being used with success. Consult the manufacturers, Ker Carb, Ltd., 3 Adelaide St. West, Toronto.

SELLING FLOUR AND SUGAR

Is there any law against selling farmers and others in the country five bags of flour or more at one time? It has been the custom here for thirty years to do so. Also is it contrary to law to sell sugar in the same quantities?

W. Hay,
Falkenburg Station, Ont.

Ans.—There is no law prohibiting the sale of flour or sugar in any quantities in which the merchant may be able to sell it, though, of course, every merchant should realize the situation that exists in these commodities, and see to it that his customers do not buy in more than normal quantities.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

FURTHER shipments of strawberries reaching the market during the week have served to lower prices somewhat. Supplies of boxed apples are in fair condition and the good demand continues. The first shipment of California Valencia oranges has arrived and although high in price, it is intimated the primary markets are slightly easier which may mean later shipments will be somewhat lower.

A fresh car of tomatoes is in and prices range from $6.50 to $7.00 per case, a considerable decline over last week's figure. California celery is practically done and Florida is being offered at $3.00 per case with a tendency toward higher levels. Onions, beets and turnips are all slightly easier.

Little change is apparent in package goods or cereals. Rolled oats in bags has declined in some quarters in a slightly easier market. Other lines remain unchanged. The demand for mill feeds continues heavy.

The first shipment of new maple syrup has reached the market and prices are slightly higher than those formerly ruling. Orders are being booked against further arrivals. Difficulty in transportation is still being felt in getting shipments of molasses through.

Receipts of rices show some improvement and an advance in fancy Honduras to 13c per pound in full bag lots has been made in some quarters. All shipments of lima beans have been placed under an embargo by the United States Government, pending a survey of available supplies for their use. The new regulations providing for inspection of Indian rices for acid content has placed the possibility of further shipments in an uncertain light.

Nuts are being firmly held and shipments of shelled almonds and walnuts have been received. A shipment of Spanish peanuts is reported coming. The sugar situation shows some slight improvement in the matter of receipts but by no means sufficient to relieve the shortage materially. Teas and coffees continue to move out in good volume and prices held unchanged. Matches, waxed paper, peanut butter and cocoanut all underwent revision upwards.

QUEBEC MARKETS

MONTREAL, April 2.—It has been a quiet week for the trade, with no outstanding features. There have been moderate increases in some lines and generally improved feeling in others. There are rumors of advances in rice and in all lines of nuts. The sugar situation seems to be improving.

Wrapping Paper Up; Crisco Marked Higher

Montreal.

WRAPPING PAPER, CRISCO. — There has been an advance of 25c per hundred pounds on wrapping paper of the Manila and gray stock, the new price being $5.50. On the other hand, the kraft paper is quoted at $10 by one jobber, a decline of 50c per 100 lbs. Crisco is quoted higher the former price being $10.80 and new $11.00.

Olive Oil, Jelly Powder And Matches Advance

Montreal.

OLIVE OIL, JELLY POWDERS, MATCHES, ETC.—Advances were made in some quarters during the week on olive oil. The prices range at from $5.75 to $6.50 per gallon. One jobber has advanced the price of Jello jelly-powders from $1 to $1.15 per dozen. Matches have advanced, practically 25c per case on an average. The 500's are up 35c per case and the 200's 25c. Wash boards of the Eddy fibre make are up 5 per cent. excepting the Twin Beaver.

Laundry Blues, Ammonia, Sal Soda, Bird Seed Up

Montreal.

BLUES, AMMONIA, SODA, BIRD SEED.—There have been some advances in odd lines during the week. Canada laundry blue has advanced 1 cent and is now 19c per lb. Ammonia is higher, the advance on the 10c size being 10c per dozen and on the smaller size this is 5c. One jobber is selling only at open prices. Sal soda in the 60 lb. boxes is up 10c to $1.30 and the 2½ lb. packages are quoted at $2.30 against the previous price of $1.85. Bird seed is higher at 16c per package, the old price being 13c.

Ground Rice And Cocoanut Higher

Montreal.

COCOANUT, RICE FLOUR.—Shredded cocoanut has been advanced and the loose is quoted up one cent per pound. Schepp's is now selling at 60c doz. for the ⅛ lb. packages. Five lb. pails are now 33c lb.; 20 lb. pails, 31c. Ground rice also has advanced and this is quoted at 18c lb., the former price being 15c.

Shortage Sugar Stiffens Prices; Outlook Better

Montreal.

SUGAR.—There is not a great deal of change in the sugar situation here and some of the refiners state that there is unlikely to be. That is to say, the Sugar Commission will adjust the quantities of raws that are to be allotted, as they decide to be fair and just. Transportation will naturally improve the receipts into United States ports and with improvement now assured through shipping that is already dispatched for raws, improvement will probably soon be evident. One refiner told CANADIAN GROCER that he saw no reason for any higher prices. In the meantime the distribution is being urged through jobbers by the Food Controller's Department, CANADIAN GROCER is informed, in order that there may be a more equable distribution and that this may be more prompt. Atlantic Sugar Refineries are selling at $8.90 and Dominion at $8.55, while other prices have been unchanged.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence Sugar Refinery	8 40
Canada Sugar Refinery	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 55
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05

Yellow, No. 1		8 10
Yellow, No. 2 (or Golden)		8 00
Yellow, No. 3		7 90
Powdered, barrels		8 60-8 95
Paris lumps, barrels		9 10
Paris lumps (50-lb. boxes)		9 65
Paris lumps (25-lb. boxes)		9 85
Crystal diamonds, barrels		9 10
Crystal diamonds (boxes 100 lbs.)		9 10
Cut loaf (50-lb. boxes)		9 30-9 65
Cut loaf (25-lb. boxes)		9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Good Movement Still Of Canned Goods

Montreal.

CANNED GOODS.—There is quite a considerable amount of activity still in the canned goods markets. The packer's representatives state that they have no supplies. This means that trading continues to pass largely between the jobbing sections, with stocks being distributed to meet the demands of various territory. The retail trade is also better this season of the year. Prices are held very firmly all around and no revisions are made. One jobber has a shipment in of Pilchards—said to be a very fine line of canned fish and something the same nature as salmon. This is selling at $1.90 per doz. against the cheapest corresponding size canned salmon at $2.10.

Salmon Sockeye—		
"Clover Leaf," ½-lb. flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 60	2 75
Tomatoes, U.S. pack (2s)	2 10	2 12½
Tomatoes, 2½s	2 45	2 60
Peas, standards	....	1 75
Peas, Early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Increases Probable In All Nut Prices

Montreal.

NUTS.—The recent order regarding the prohibition of imports from Europe has had the immediate effect of firming nut prices. These have not been changed all around, but there is a decided tendency to firmness in every line. The biggest advance of the week is that made for shelled walnuts, which are now quoted at 70c, and this follows a definite prediction as made in CANADIAN GROCER last week. Supplies are limited, and if the embargo continues to rule, as in all probability it will, there will be every probability of a bare market next fall. Inquiries are becoming more frequent from the trade for supplies.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 44	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 14	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0 13½
Peanuts (Jumbo), per lb.	0 16	0 21
Peanuts, shelled, Spanish, No. 1.	....	0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	....	0 70
Walnuts (Marbots), in bags	0 22	0 24
Walnuts (California), No. 1	....	0 24

Dried Fruits Firm; Fig Market Strong

Montreal.

DRIED FRUITS.—The strength of the fig market is reflected in advance, and this is a direct result of the recent embargo orders referred to in these columns a week ago. The supplies are now being measured, and it is expected that prices will advance further. Evaporated apples are the only item in the list that show any easiness of price. Other lines, while selling only in limited volume, are held in a firm market, and will likely rule high, in view of the restrictions as to sale and import. It is just difficult at present to relate how well the various jobbing houses are prepared against a shortage, but stocks for the time being are ample of most lines.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	0 22	0 23
Peaches (fancy)	....	0 21
Drained Peels—		
Citron	....	0 35
Lemon	....	0 27½
Orange	....	0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2 crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Montreal.		
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	5 75
Do., Dromedary	....	6 50
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 26
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. (12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15¼
50-60s	....	0 12¾

Rice Holds Firm; No Changes Reported

Montreal.

RICE, TAPIOCA, ETC.—There is a seasonably fair demand for rice at maintained prices. In speaking with a large rice miller he told CANADIAN GROCER that, while the medium of exchange and the shortage of labor were the contributing factors in the essential advances that had been made, he expected that there would be plenty of rice to meet the demands of the trade over the coming season. In the meantime the prices are likely to rule strong. Shipping difficulties will probably continue to be a big factor and the delivery, therefore, cannot be expected to right itself for the present, or probably not through the season. Prices are unchanged and quotations as follows:

Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	8 75	10 50
Rangoon "B"	....	8 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	7 60	8 20
Mandarin	8 75	8 90
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15½	0 16

Movement Limited In Syrup And Molasses

Montreal.

SYRUPS AND MOLASSES.—There is a fair amount of trade for syrups and also for molasses, but as a general thing this is not above normal. The rather heavy demand for corn syrups has declined and sales are smaller than they have been for some weeks. Prices have been maintained without change of any consequence in deliveries. While the demand for molasses is not large the supply is very short. One jobber reports that some of his requirements are now coming forward, but in small quantities only. Prices are held unchanged, with the undertone strong.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Prices for Fancy, Island of Montreal	Choice,
Puncheons	0 92	0 95
Barrels	....	0 96
Half barrels	....	0 98

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case	5 50	
Barrels, per 100 lbs	8 00	
Half barrels, per 100 lbs	8 25	

Bean Market Unchanged; Sales Limited

Montreal.

BEANS.—There is not a great deal of interest or change in the situation on beans. Trading has been gradually reduced in many sections, and the quantities selling are pretty well confined to the immediate needs of the trade as stocks become low. Prices are well held, notwithstanding, and it is improbable that there will be a great deal of change, although some of the grades may soon be marked higher. The seeding needs will have to be met after a while, and this will absorb much of the spot supply.

Beans—		
Canadian, hand-picked, bush.	9 50	10 50
Ontario, new crop, 3 to 4 lbs.	....	8 15
British Columbias	....	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	9 00	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	9 00	10 00
Michigan, hand-picked	9 50	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bush.	7 00	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Manchurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bush.	5 00	5 50
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Cereal Market Firm; All Prices Held

Montreal.

CEREALS.—There is very little change in the cereal market. Prices rule firmly and business is fair. The position on barley, both pot and pearl, is strong, and rye flour is firmly held. Oatmeal and rolled oats are in a firm position, and these are selling in a limited way on a maintained basis. The higher prices for package oats are well held and the range is smaller this week, the family size packages selling at $6.20 and $6.35.

Barley, pearl	8.25-8.75	9 50
Barley, pot, 98 lbs.	6.25-6.75	7 50
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	6 50	7 25
Cornmeal, yellow, 98 lbs.	6 50	6 60
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal, standard, 98 lbs.	6.04-6.25	6 60
Oatmeal, granulated, 98 lbs.	6.04-6.25	6 60
Peas, Canadian, boiling, bush.	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb. bags	5.50-5.60	6 00
Rolled oats (family pack.), case	6 20	6 35
Rolled oats (small size), case	2 05	2 30
Rye flour, small lots, 98 lbs.	....	7 20

Flour Demand Lighter; Feeds Still Strong

Montreal.

FLOUR AND FEEDS.—There is a somewhat lighter demand for flours this week, and it would seem that the trade has gradually readjusted itself to the adoption and use of the new flour, and that this readjustment has now made a temporary quieter condition in the market. So soon as stocks become adjusted to the needs of the trade there will doubtless be a steady demand. Mills are able to meet all requirements for flour of the prescribed standard. In the matter of feeds the same shortage of supply exists. There is said to be less demand for bran, but for shorts and for the other grades of oat feeds there is still a large request. Prices are firm and orders are being filled in rotation, say the millers.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	11 10
Car lots (delivered), Bakers	....	11 20
Small lots (delivered)	....	11 80
Bran, per ton	35 40	....
Shorts	40 40	....
Crushed oats	61 00	73 00
Barley chop	78 00	87 00
Barley meal	....	77 40
Feed oats, per bushel	....	1 16

Oranges Score Big Advance; Apples Lower

Montreal.

FRUITS AND VEGETABLES.—There was a fairly good demand for fruits during Easter week. Prices on oranges have scored another advance and these are now selling up to $10 per case. The position on grapefruit is one of firming tendency, too. New strawberries are on the market and are selling around 22c per box for pints. Apple prices have dropped. In the vegetable market there is a better feeling and price changes are somewhat revised, but unimportant. The demand will be better from this time on say the dealers. Potatoes are still selling at better prices although there have been no reductions since last report.

Bananas (fancy large), bunch	4 00	4 50
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos	....	5 50
Oranges, California navels	9 00	10 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Grape fruit, Cuban	4 00	4 50
Grape Fruit, California	5 00	6 00
Grape fruit, Florida	5 00	6 00
Lemons (fancy new Messina), as to size	5 50	8 50
Lemons, California seedless	....	5 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 64	....	4 75
Grape fruit (fancy Porto Ricos) 54, 46	....	4 50
Pineapples, Cuban, grate	....	5 00
Grapes, Malaga (keg)	7 00	7 50
Pineapples, Florida	6 50	7 00
Grapes, Malaga, medium	....	10 00
Cocoanuts (sack)	....	7 25
Apples, (bbls.)—		
Strawberries	....	0 22
Wealthy, No. 1	7 00	7 50
Fameuse	7 00	8 50
Ben Davis	3 25	4 00
Russets	4 50	5 00
Apples, boxed	....	2 75
Pears (eating), small lots only, doz.	0 30	0 60
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 00
No. 2	....	3 25
Boxed apples (all sizes)	....	2 75
Rhubarb, doz.	1 50	1 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	2 50	3 00
Cabage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate	....	4 50
Cabbage, New Florida, hampers	....	1 85
Celery, Canadian, per doz.	0 50	1 00
Celery, Cal., 4, 5, 6 doz. case	....	5 00
Celery (Wash.), doz.	....	1 50
Celery, Florida	3 00	3 50
Cucumbers (Boston), doz.	2 50	3 00
Horseradish (Can.)	....	0 20
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Mint	....	0 60
Leeks	....	5 00
Onions, red, 100-lb. bag	....	2 50
Oyster plant	....	2 50
Parsley (American)	....	2 00
Parsley (Canadian)	....	1 00
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Potatoes (sweet), per hamper, as to size	2 50	4 50
Potatoes, bag	1 50	1 60
Potatoes (New Brunswick), bag	....	1 75
Carrots, bag	0 50	0 75
Beets, bag (60-lb. bag)	....	0 75
Parsnips (60-lb. bag)	....	1 00
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	7 50	9 00
Lettuce, curly (3 doz.)	....	2 50
Lettuce, curly, dozen	0 90	1 00
Lettuce, Boston, hothouse (2 doz. in box)	2 25	3 00
Lettuce (Florida), hamper	2 75	4 00
Lettuce, California, 5 doz.	5 50	6 50
Mushrooms (lb.)	....	1 00
Cranberries (Cape Cod), box	....	5 50
Do., per gallon	....	0 90
Watercress (Can.)	....	0 40
Watercress (Amer.)	....	1 25

Honey and Syrup Demand Fair, Supply Short

Montreal.

MAPLE PRODUCTS AND HONEY.—There was a fairly active trade during Easter week for honey and for maple syrup. Of the former there is not a great supply and few lots are coming to hand. There is some inquiry for newly-made maple products, and while the farmers have had a good run of sap they are not yet marketing much of the product. There will be much more produced it is hoped this year than formerly. Of sugar and syrup supplies are very short, that is of the old product. Prices rule firmly and are unchanged.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 19
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 22
Clover, 60-lb. tins	....	0 21
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Java and Japan Teas Strong; Trade Fair

Montreal.

TEA.—There is a fairly active tea market. This is evident in the local as well as in the outside markets. All prices are ruling high for Javas and also for Ceylons. Trading is quite active in nearby options, while that in futures is more limited, so much uncertainty ruling with regard to delivery. Prices here, while unchanged, are very strong, and advances will probably be made on the better grades in the very near future.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50
Javas—		
Pekoes	0 31	0 34
Broken Orange Pekoes	0 33	0 36
Orange Pekoes	0 35	0 40

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Normal Coffee Demand; Less Speculative Trade

Montreal.

COFFEE AND COCOA.—The local situation is normal. Trading in coffee is fairly satisfactory and supplies are well

maintained. The cheaper grades will be higher than at present, think some of the importers. Trading in futures is less marked and this is accounted for through the Government's action regarding the movements of speculators. In the New York market there is quite a good deal of trading for immediate or near delivery and this is being done on a maintained price basis with a firm ruling undertone.

Local Spice Trade Fair

SPICES.—There has been little change in the situation on spices this week and the condition of trade is seasonably good. The situation with regard to delivery of certain lines from producing centres is still giving spice men some concern. Prices here, as well as outside, continue to rule with a strong undertone, and there is every likelihood of several lines such as nutmegs, cassias and peppers reaching higher price levels in the near future. Trading is necessarily being done on spot stocks and these are fairly well maintained in a general way.

ONTARIO MARKETS

TORONTO, April 3.—Revised prices for the week are not so numerous as usual, and little excitement marks the various markets. Spices are becoming increasingly hard to get and the market is very firm. Shipments of fresh fruit and vegetables are coming along in better quantities, and the prices in some lines have eased off somewhat. Declines in strawberries and tomatoes are two notable examples, in addition to which California cauliflower, Canadian onions and rhubarb are all slightly easier. The movement in tea continues good, and spot stocks show a very firm undertone. Business is fairly good, though by no means heavy, this condition being seasonable.

Sugar Shows Very Little Improvement

Toronto.

SUGAR.—Little improvement is to be noted in the situation during the week, refiners continuing to allot moderate quantities of sugar as shipments arrive. There has been an increase in receipts during the week, but by no means sufficient to relieve the shortage materially. In the South supplies of raws are reaching the refiners in larger volume, consequently supplies of refined are becoming more ample. Continued improvement will be welcomed and the commandeering of Dutch shipping is expected to relieve the tonnage situation materially. No change in prices over those recorded last week has been made, though the base price is 3c higher to cover difference in freight. This is provided for in quotations below.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 57
Acadia Sugar Refinery, extra granulated	8 82
Can. Sugar Refinery, extra granulated	8 57
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Dom. Sugar Refinery, extra granulated	8 57
Icing sugar, barrels	8 74
Powdered, barrels	8 64

St. Lawrence and Canada Sugar differentials: —25-lb. sacks, 10c over 100-lb.; 20-lb., 15c advance; 10-lb. gunnies, 20c advance; 5-lb. gunnies, 40c advance; 5-lb. cartons, 25c advance; 2-lb. cartons, 30c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Cocoanut Advances; Matches 45c Higher

Toronto.

COCOANUT, MATCHES.—An advance in the price of cocoanut has been made, and new prices issued in bulk and barrels are 30c per pound; in pails, 20 lbs., 33c; in pails, 15 lbs., 34c per pound. Matches also show an upward trend, selling at $6.90 per case, which is 45c higher than previous quotations. Stocks of Reindeer coffee and cocoa, which were depleted in some quarters, have been renewed, quotations being made for the large at $5.75 per case, or $2.90 dozen, and for the small $6 per case, or $1.50 dozen. Other lines to record advances are waxed paper, now selling at 40c ream; A. & H. sal soda, 36's, packages, $2.15 case; Squirrel peanut butter, 1's, $3.85 dozen.

Shipments Of Molasses Still Delayed

Toronto.

MOLASSES, SYRUP.—Shipments of molasses, which it had been expected would reach the local market long ere this, are still "on the way," and predictions as to possible date of arrival are not being made. However, traffic congestion is gradually disappearing, and something more nearly a normal service is assuming shape as far as the railways are concerned. Imported molasses must necessarily depend on shipping and the scarcity of bottoms makes uncertainty the ruling factor in deliveries. Corn and cane syrup remain unchanged.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	4 65
Cases, 5-lb. tins, 1 doz. in case	....	5 20
Do., No. 1 yellow	....	8 14
Half barrels, ¼c over bbls.; ¼ bbls., ½c over		
Cane Syrups—		
Barrels and half barrels, second grade, lt	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy Barbadoes, barrels	0 98	1 00
Choice Barbadoes, barrels	0 88	0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs	....	6 50
West India, 5-gal. kegs	.....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 75
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Corn Slightly Firmer; Marmalade Up

Toronto.

CANNED GOODS.—A slightly firmer tone is evident in new quotations issued on corn, which in some quarters range as high as $2.65 to $2.75 per dozen. Other lines of canned vegetables remain unchanged, and whereas some doubt exists as to whether supplies are sufficient to carry through till the new pack, the general feeling is that ample stocks are available. A change in Shirriff's marmalade reveals present quotations as follows:—24 12-oz. jars $2.20 dozen loose, $2.30 dozen packed; 24 16-oz. jars $2.75 loose, $2.85 packed; 12 2-lb. jars $4.85 loose, $5.10 packed; 12 4-lb. tins $8.50 loose, $8.85 packed. Aylmer pumpkin, 3's, is being quoted at $1.90 dozen. Quotations generally prevailing are:

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. tails	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 10	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 25
Peas, early June	2 00	2 32½
Beans, golden wax, doz.	1 85	2 10
Beans, Miaget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 45	2 75
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	3 00	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 83	0 90
Do., black currant, 4-lb. tin	0 77	0 88
Do., strawberry, 4-lb. tin	0 83	0 90
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Evaporated Pears 14c; Other Lines Steady

Toronto.

DRIED FRUITS.—Evaporated pears in 25-lb. boxes are on the market, sales being effected at 14c per pound. Little change has marked other lines of dried fruits, though 12c is now lowest quotation being made on fancy seeded raisins in 1-lb. packets and prices range to 13½c per pound. In the primary market on currants prices are in favor of the buyer,

and Grecian are somewhat easier. Prunes show no change for the week, and stocks are reported in very fair shape. Dates are in transit to this market, and will show somewhat higher prices on arrival.

Apples, evaporated	0 21	0 22
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, pkgs., 3 doz. in case	4 50	4 75
Dromedary dates, 3 doz. in case	....	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 6 oz., doz.	....	....
Cal., 10 oz., doz.	....	1 45
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 12	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	....	0 14

Teas Moving Out Freely; Spot Stocks Firmer

Toronto.

TEAS.—The demand continues good, and orders are moving out freely. Shipments of Javas have been suspended since the end of February, and this has given added strength to the spot market, which is now relatively low, with others for import. The markets abroad on Ceylon and India teas remain on a very high level, with few opportunities for shipping. Teas of common and medium variety are much lower on spot than cost of import; teas of quality are exceedingly scarce on spot and high on import. There is a very wide spread between these and others of common quality. The market may be quoted as extremely high and extremely low. Ridgeway's "Old Country" tea, 60 and 75 lbs. in ½'s, is being quoted at 50c per pound.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas		
Early pickings, Japans	....	0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

No Change In Coffee Situation

Toronto.

COFFEE.—No change has marked the trend of coffee during the week. The demand continues in good volume, and orders are being taken care of satisfactorily. Prices show no variation in the firm market existing.

Coffee—		
Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica	....	0 40
Mocha, Arabian, lb.	....	....
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	....	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

PRICES ADVANCE

There is a rumor to the effect that the Japanese Government has placed an embargo on the export of rice. Confirmation was not available at time of going to press. The general feeling was that such a measure would seem hardly necessary.

Prices have advanced 1c per pound. This affects Japans, Chinese, Siam, Honduras, but range of prices locally not yet available.

Spices Hard To Get; Transportation A Factor

Toronto.

SPICES.—Indications are that spices are becoming increasingly hard to get owing to the scarcity of bottoms available for this service. English mustard seed is reported very scarce, and cassia comes under the same category. Peppers are holding firmly. Prices remain unchanged at figures given herewith:

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 38
Cinnamon	0 40	0 50
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 25	0 32
Pickling spice	0 22	0 25
Peppers, black	0 38	0 40
Peppers, white	0 40	0 48
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40

Walnuts Very Firm; Almonds And Brazils Up

Toronto.

NUTS.—A very firm situation exists in walnuts, the new Bordeaux shelled now selling in New York at a price which would mean about a 72c cost laid down here. Orders for shipments now in transit are being taken at from 65c to 68c per pound. Stocks abroad are reported practically exhausted. A shipment of Manchurian shelled, broken, due to arrive between April 15 and 30, is being sold against arrival at 48c per pound. Brazils and almonds in the primary market are each up ½c per pound. Shipments of shelled almonds and walnuts have been received during the week, and a shipment of Spanish peanuts is reported coming. The peanuts are selling at 18-19c per pound against arrival.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., No. 1 Virginia, roasted	0 21	0 22
Brazil nuts, lb.	0 15	0 16
Cocoanuts, per 100	....	7 50
Shelled—		
Almonds, lb.	0 40	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Beans To Undergo Inspection; No Change

Toronto.

BEANS.—A report to the effect that all shipments of Indian beans are to undergo inspection for signs of acid contents throws a mantle of uncertainty over future shipments. Whereas it is felt that these will successfully pass all tests required, buyers generally express some question as to whether further orders will be placed. All shipments on limas are now on the embargoed list until the United States Government has had an opportunity to check existing stocks to see if sufficient supplies are available for their own use.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	9 00
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 60	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 18½	0 22

Honduras Rices Advance 1c; Receipts Improving

Toronto.

RICES.—An advance of 1c per pound has been made in some quarters on fancy Honduras rices, quotations in full bags being made at 13c and smaller quantities 13½c per pound. Some improvement in receipts is reported and stocks in some lines are in very fair condition. Prevailing quotations are as follows:

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas	11 00	11 50
Honduras, fancy, per 100 lbs.	12 00	13 50
Siam, fancy, per 100 lbs.	9 00	9 50
Siam, second, per 100 lbs.	8 50	9 25
Japans, fancy, per 100 lbs.	10 50	12 00
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	8 25	9 50
Do., Siniu	11 00	11 50
Do., Mujin, No. 1	10 25	10 50
Tapioca, per lb.	0 14½	0 15

Package Goods Hold Unchanged

Toronto.

PACKAGE GOODS.—Quiet prevails in the market on package goods for the week, and a slight improvement in demand is apparent. Stocks are in fair condition and orders are being taken care of as they come in. Tillson's health bran, 20's, is being quoted at $2.25.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 75	6 35
Rolled oats, round, regular 18s, case	2 05	2 30
Rolled oats, square, 20s.	....	5 80
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11
No. 2, pound cartons.	....	0 10
Starch, in 1-lb. cartons.	....	0 11
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09½

New Maple Syrup Has Arrived

Toronto.

HONEY, MAPLE SYRUP.—First arrivals of new maple syrup are reported

in this week, 8½-lb. tins selling at $1.75 to $1.95 per tin. Booking orders for shipments expected during the next week or ten days are now being taken at the following prices:—8½-lb. tins, 10 to case, $14.50 per case; wine gallons, 6 to case, $11 per case; Imperial 5-gallon cans, $10.50 per can; 15-gallon kegs, $2 per gallon. Pure maple sugar in 1-lb. blocks is selling at 20c per pound. Quotations on honey show no change.

Honey—		
Clover, 5 and 10-lb. tins	0 22	0 23
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, gallon tins, 6 to case	11 00	12 60
No. 2, half gal. tins, 12 to case	12 25	14 20
No. 3, quart tins, 24 to case	12 25	15 55
No. 3, quart bottles, 12 to case	5 50	7 00
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Strawberries Easier; Oranges Register Decline

Toronto.

FRUIT.—Further shipments of strawberries are reaching the market and prices have registered a decline, pints selling at 17-18c and quarts 33-35c per box. California seedling oranges are slightly easier at the following prices:—150, 176, 200, 216, 250, $7.50 per case, a decline of 25c; 288's are unchanged at $7; 324 and 360 at $6.50 per case are 50c lower. The first car of California Valencias is reported in and are selling at 50c per case advance over seedlings noted above. Navels are practically cleaned up for this season. Further shipments of Florida grapefruit are reaching the market, prices being somewhat firmer in a narrowing range, as shown below. Supplies of boxed apples are in fair condition, Winesaps, Rome Beauty and Arkansas Blacks being offered. Barreled apples show no change, though the buyer is largely making the prices. Further shipments of Porto Rican pineapples are expected next week. These are thought to be good stock, and the price will depend largely on the New York market. A shipment of Messina lemons has reached the market.

Apples—		
Boxes (Arkansas Blacks)	3 00	3 25
Winesaps, box	2 75	3 00
Rome Beauty, box	2 90	3 25
Ontario—		
Baldwins, No. 1, bbl.	6 50	....
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree runs	5 50	....
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 00	5 00
Starks, No. 1, bbl.	5 00	6 00
Do., No. 2	4 00	5 50
Ben Davis, No. 1, bbl.	4 00	5 00
Do., No. 2, bbl.	3 50	4 00
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1	....	5 50
Do., No. 2	....	4 50
Wagner, No. 1	5 00	6 50
Do., No. 2	4 00	6 00
Starks, No. 1	5 00	5 50
Do., No. 2	4 50	5 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 00
Grapefruit—		
Jamaica, 46s, case	....	....
Do., 64s, 96s, case	....	....
Do., 80s	....	....
Florida, 36s, 46s, case	5 25	5 50
Do., 54s, 64s, 80s, 96s	5 25	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 75	5 00
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	....
100s	5 50	6 00
126s	6 50	7 00
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s	....	....
126s	....	7 50
150s	....	8 00
176s, 200s, 216s, 250s	....	8 00
Lemons, Cal., case	7 00	7 25
Do., Messinas, box	....	6 50
Pears, Cal., box	....	....
Pineapples, Porto Rican, cs. 24-30s	....	7 50
Rhubarb, dozen	1 10	1 50
Malaga grapes, keg	....	10 00
Strawberries, pints, 24s	0 17	0 18
Do., quarts	0 33	0 35

Onions Narrow Range; Beets Go Lower

Toronto.

VEGETABLES.—The range on onions has narrowed during the week, declines of 25c from high prices of last week being made. Farmers held over large stocks during the winter, and are now offering in big quantities. Texas onions will start in about two weeks, and reports indicate that stocks are very good. Beets have also gone to lower levels, and are being quoted at 90c-$1 per bag. California celery is practically exhausted, Florida in fair supply now being offered at $3, though prices promise to be firmer. California cauliflower now received is reported good and prices are slightly easier. Some Oregon in cases, containing 12 to 14 heads, is offering at about $3 case. A fresh car of tomatoes in this week are selling at lower prices from $6.50 to $7 per case. Florida cabbage arriving this wek is selling at $3.50 per crate.

Beets, bag	0 90	1 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 00	3 50
Cauliflower, Cald, pony crates	1 75	2 00
Cabbage, Canadian, barrel	3 00	3 50
Carrots, bag	0 50	0 60
Celery, Ontario, doz.	....	....
Do., California, case	5 00	6 50
Cucumbers, Boston, doz.	3 00	....
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hampers	2 00	3 75
Mushrooms, basket	2 75	3 50
Onions—		
Spanish, crates	4 00	4 50
Spanish, half crates	2 25	2 40
Do., Canadian, 75-lb.	1 25	1 75
American, 100-lb. sacks	2 00	2 50
Potatoes—		
New Ontario, bag	1 75	1 90
N.B. Delawares	1 80	2 00
P.E.I., bag	....	1 75
Sweet, hamper	....	5 00
Spinach, box	0 60	0 75
Tomatoes—		
Floridas, 120s, 144s, 180s, case	6 50	7 00
6-basket crate, per crate	....	11 00
Parsnips, bag	1 00	1 35
Parsley, doz. bunches	0 75	1 00
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 60

Flour Shows No Change For Week

Toronto.

FLOUR.—No change in the flour situation is apparent for the week. Some further improvement in the movement of grain is reported. Prices have not been influenced by the increased freight rates and remain as follows:

War grade, 74% extraction—		
Manitoba spring wheat.	**11.10**	**11.30**
Ontario winter wheat	10.80	11.10
Blended, spring and winter	10.85	11.20

Demand Continues Heavy For Mill Feeds

Toronto.

MILL FEEDS.—The heavy demand is still noticeable in mill feeds, and little hope of any change in the situation is expected prior to the time when cattle can be turned out on the grass. As grain receipts increase a further increase in output on feeds is apparent.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40
Special middlings	50 00	.....
Feed flour, per bag	.....	.....

Rolled Oats Slightly Easier; Good Movement

Toronto.

CEREALS.—A slightly easier tone is evident in rolled oats during the week, quotations being made in some quarters of $5.65 per 90-lb. bag. Further shipments of corn have reached the city, and are relieving the situation in cornmeal and flour somewhat. Sufficient has not yet arrived, however, to take care of all orders and provide a surplus.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$7.35-$ 7.95	$ 8.00-$ 9.50
Barley, pot, 98s	6.00- 6.50	6.00- 7.50
Cornmeal, 98s	6.50- 7.00	7.00- 7.25
Corn flour, 98s	....-	6.50- 7.35
Farina, 98s	....-	7.00- 8.00
Graham flour, 98s	5.60-	6.00- 7.00
Hominy grits, 98s	....-	6.50- 6.60
Hominy, pearl, 98s	....-	6.50- 6.60
Rolled oats, 90s	5.65- 5.90	5.80- 6.10
Oatmeal, 98s	6.50- 7.00	6.50- 7.00
Rolled wheat, 100-lb. bbl.	....-	6.50- 7.00
Wheatlets, 98s	....-	7.00- 8.00
Peas, yellow, split	9.50- 10.00	10.00- 10.50
Blue peas, lb.	....-	0.13- 0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, April 3.—An advance has recently gone into effect on Ivory soap on both small and large. The small advanced 25c per case and the large 40c per case. Another important change this week is an advance in the price of Eddy's matches which have gone up approximately 8 per cent. over present prices.

Many lines are very scarce and hard to procure, especially sugar, which is still a very scarce article. Price is the same however. A jobber expressed the opinion to-day that this condition would continue more or less for a long time to come. He said that refineries were holding out no hope for better supplies as yet.

Sugar Scarcity Continues to be Serious

Winnipeg.

SUGAR.—Sugar continues very scarce and the price remains where it was, viz.,

$9.35. None of the wholesalers seem to have any stock on hand and the same applies pretty well all over Western Canada. Jobbers are receiving supplies to a limited extent and are dividing it fairly between the city and the country so that no stocks are left in their hands.

Trade See Higher Prices on Rice Coming

Winnipeg.

RICE.—The trade here are figuring on higher prices before long and base their assumption on the following facts:—Firstly there have been floods in Siam which have damaged considerable rice; secondly the United States Government recently commandeered considerable rice in the United States; thirdly it is expected that if Japan takes action in Siberia that she will need rice for her troops; and fourthly, she will need the transports for carrying troops instead of carrying rice. Another factor is the low price at which rice has been selling so that an advance would be quite practicable. An advance recently took place at the mills on the Pacific coast, but was not sufficient to affect the retail trade price.

White Beans Getting Scarce Prices Much Higher

Winnipeg.

BEANS.—The trade here are figuring that prices on beans will be higher as a result of the American Government expropriating the California white bean crop. They figure that the government will later turn their attention to Michigan. If there is any difficulty getting beans from Manchuria or Japan on account of the hostilities there, the price of beans from that part of the world will also be enhanced. There is a much firmer feeling to the market on white beans already. Houses here who formerly sold at $5.90 have advanced their prices to $6.10 on account of scarcity. They state that this scarcity seems to be fairly general as they have not been able to buy from other local houses.

Some Canned Vegetables Entirely Cleaned Out

Winnipeg.

CANNED GOODS.—There is an indication already that it will not be long before canned vegetables will be scarce in Western Canada despite the fact that sales have not been heavy on account of the high price. It is stated that many of the wholesale houses are cleaned up on a number of lines and some of the jobbers are in the market themselves. One house expresses the opinion that the same conditions will exist as did last year when old pack vegetables were bringing more money than new pack goods.

Louisiana Strawberries $5; Tomatoes $7 Per Case

Winnipeg.

FRUIT AND VEGETABLES.—Cuban tomatoes are off the market, their place having been taken by Florida tomatoes at $7 per case. There is an appreciable decline in onions, Valencia bring $5.50 per case and yellow and reds $2.25 per cwt. Shallots have jumped to $1.25 per dozen. California lemons have dropped to $8 per case. Louisiana strawberries are beginning to arrive now at $5 per case of 24 pints.

Artichokes, doz.	....	2 50
Cabbage, lb., local	....	....
Cabbage, imported	....	0 05
Cauliflower, Cal., doz.	....	2 50
Celery, Cal., crate 100 lbs.	....	6 00
Potatoes, Albertas	1 00	1 10
Potatoes, sweet, hamper	....	6 00
Carrots, cwt.	....	2 50
Carrots, new, doz.	....	1 25
Turnips, cwt.	....	2 00
Head lettuce, Cal., doz.	....	1 00
Head Lettuce, Cal., case 4 doz.	....	4 00
Tomatoes, Florida	....	7 00
Onions, Valencias, large case	....	5 50
Onions, yellow and red, cwt.	....	2 25
Radishes, doz.	....	0 70
Parsley, imported, doz.	....	0 50
Parsnips, cwt.	....	4 00
Brussels sprouts, lb.	....	0 20
Rhubarb, lb.	0 14	0 18
Shallots, doz.	....	1 25
Fruits—		
Apples	2 25	3 00
Oranges, Porto Rico	....	5 50
Oranges, navels	....	7 50
Lemons, Messinas	....	7 00
Lemons, Cal.	....	8 00
Bananas, lb.	....	0 07
Grapefruit, Florida, case	5 00	5 50
Strawberries, Louisiana, case 24 pts.	....	5 00

Provision Firm Changes Policy

Matthews-Blackwell Company Make Several Changes in Selling Methods—Montreal Activities Will be Centralized at Mill Street Plant

THE announcement in last week's issue regarding the changes contemplated in the retail store policy of the Matthews-Blackwell Company, with headquarters at Toronto and with retail stores in Ottawa and at Montreal, is of interest.

In an interview with Albert Matthews, manager for the Montreal branch, it was ascertained that this decision had been made and that it was really in furtherance of the company's policy to gradually eliminate their retail connections altogether at this point. In Ottawa the situation is different as much property is owned there.

"It is not an easy matter to conduct both wholesale and retail business and to sell one's product to other retail dealers in the same place," said Mr. Blackwell. "It will be easier to eliminate our retail stores and to consolidate our interests in the wholesale business entirely."

The closing of the remaining seven stores operated by the company will be gradually effected and this may be completed by the first of May. Some of their present managers will be taking over individual stores and in this way several, at least, will be continued. In some instances the new proprietors will be assisted in making a beginning on their own account.

The history of the retail stores of the Matthews-Blackwell Co. dates back to the time when the business of the old Laing Packing Co. was taken over many years ago. Since that time there has been a gradual closing of stores, and now the number has become quite small.

There is one department that will continue to operate and that is the stall at Bonsecours market, where selling will continue as before.

As further consolidating the interests of the Matthews-Blackwell Company, the wholesale produce firm of Matthews, Limited, William Street, Montreal, will be closed, and all Montreal business centred in the parent plant on Mill Street, where all packing and shipping is done. This change will be effected at once.

It is stated that, in these days of high costs, scarcity of competent help and overhead costs all around have all served to create unusual conditions, and such decisions as the above have thus been brought about sooner than they otherwise would have been.

"At the present time there is really a scarcity of stock and of hogs particularly, and the quality is inferior. Prices also are so high that they are coming to be prohibitive, not only for the meat products, but also for feed. Last week we paid $1.12½ per bushel for a carload of oats," said Mr. Blackwell.

RETAIL STORES WM. DAVIES CO.

It was stated in press notices last week that the Wm. Davies Co. was likely to follow the same course as that of the Matthews-Blackwell Co. in closing out their retail stores.

CANADIAN GROCER took this matter up with R. N. Watt, Montreal manager of the Wm. Davies Company, and learned that the facts were considerably modified from those appearing in the above reports.

"Our policy is simply that of any well-directed business in these days of adjustment, and we follow the best judgment with respect to our various retail stores. We are not opening any new stores and we do not at present contemplate closing any," said Mr. Watt. "During the time we have been at war five or six stores have been closed as circumstances dictated, this being done as various leases expired." In this connection it might be also noted that C. E. Fox, the general manager of the company gave a categorical denial to the rumor that the Wm. Davies Co. contemplated closing their retail stores.

Asked as to what the future would probably suggest in the way of readjusting their policy, Mr. Watt was unable to speak definitely. He said:—"It is reasonable to assume that, with Government regulations and campaigns for food conservation, and especially as relating to the consumption of meat, less meat will probably consumed in Canada."

"There was also," continued Mr. Watt, "a great deal of difficulty in securing and maintaining the right kind of help and a sufficient amount of it during the present abnormal conditions."

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 2.—All smoked meats have again moved up half a cent a pound, cooked hams advance one cent. Lard also advances half a cent and is now selling $18 a case for three's. There are a number of changes also in smaller lines.

Eddy's matches advanced 25c to 45c case. Brock's and Cottam's bird seed are both selling at 18c, being an advance of about 4c pound. Crisco goes to $11.45, a jump of 30c. Roger's syrup is 50c case higher. Some brands plug tobacco about 10c pound higher with reduction in size. Lemon peel is selling at 32c. Gallon apples are at $2.80 to $3 a case. Eggs are quoted at $11.50; local potatoes at $36 a ton. Kootenashi beans are selling at 14½.

CALGARY:		
Beans, small Burmah, lb.		0 11
Flour, 98s, per bbl.		10 45
Molasses, extra fancy, gal.		1 05
Rolled oats, 80s		5 00
Rice, Siam, cwt.		9 00
Rice, China, per mat, No. 1		4 50
Do., No. 2		4 15
Tapioca, lb.		0 14½
Sago, lb.		0 14½
Sugar, pure cane, granulated, cwt.		10 35
Cheese, No. 1 Ontario, large		0 25
Butter, creamery, lb.		0 50
Do., dairy, lb.		0 40
Lard, pure, 3s, per case		18 00
Eggs, new laid, case		11 50
Candied peel, lemon, lb.		0 30
Tomatoes, 2½s, standard case	4 90	5 50
Corn, 2s, standard case	5 25	5 50
Peas, 2s, standard case		4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	6 50	6 80
Apples, evaporated, 50s, lb		0 24
Apricots, evaporated, lb.		0 26½
Peaches, evaporated, lb.		0 16
Peaches, 2s. Ontario, case		4 75
Salmon, pink, tall, case		9 50
Salmon, Sockeye, tall, case		16 25
Do., halves		18 25
Potatoes, per ton		36 00
Navel oranges, case	6 00	8 50
Lemons, case		8 00

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 2.—Fruit and produce wholesalers all complain of exceptionally dull business. Extreme high prices generally are given as the cause. Oranges are moving slowly and demand for new Mediterranean sweets at $8 a box very poor. Apples are also sluggish. Bananas have been moving fairly well but went up half cent to 7 cents a pound to-day. The demand for California fresh vegetables is slower than in any previous year. Lard is firm at 30 cents pound, compound 27½. Eggs are being held at 45 to 46 cents and a lot are going into storage. Margarine at 39 cents is in weak demand. Beans are a bit more plentiful and are down to 17 cents. Reduction not because of supply but people would not buy at these high prices goods that retailed two years ago at 6 cents.

VANCOUVER, B.C.—		
Sugar, pure cane, gran., 100 lbs.		9 45
Flour, war grade, Manitoba, per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton		165 00
Do., Siam, No. 2		150 00
Beans, Japanese, per lb.		0 14½
Beans, B.C., white		0 17
Potatoes, per ton	24 00	35 00
Lard, pure, in 400-lb. tierces, lb.		0 30
Lard, compound		0 27½
Butter, fresh made creamery, lb.	0 53	0 56
Margarine		0 39
Eggs, new-laid, in cartons, doz.	0 45	0 46
Cheese, new, large, per lb.		0 25
Oranges, box	7 00	8 75
Salmon—		
Sockeye, halves, flat case		16 50
Tall, case		14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 2.—Business continues brisk but market changes are few. Eggs are coming in well, and the price remains firm at 36c. Crisco again shows an advance this time of 30c, it is now quoted at $11.45. Robin Hood package oats have increased in price 40c case. Eddy's matches are from 75 to 50c case higher.

REGINA—		
Beans, small white Japans, bu.		7 50
Beans, Lima, per lb.		0 22
Flour, standard, 98s		5 27½
Molasses, extra fancy, gal.		0 70
Rolled oats, bails		4 95
Rice, Siam, cwt.		8 25
Sago and tapioca, lb.		0 15½
Sugar, pure cane, gran., cwt.		10 07
Cheese, No. 1 Ontario, large		0 25½
Butter, creamery		0 50
Lard, pure, 3s, per case		18 00
Bacon, lb.		0 42
Eggs, new-laid		0 36
Pineapples, case		5 75
Tomatoes, 3s, standard case		5 25
Corn, 2s, standard case		4 60
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.		0 21
Strawberries, 2s, Ont., case		6 30
Raspberries, 2s, Ont., case		6 85
Peaches, 2s, Ontario, case		4 30
Plums, 2s, case		3 40
Salmon, finest sockeye, tall, case		15 50
Salmon, pink, tall, case		9 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 41	0 42
Bacon, roll	0 22	0 24
Potatoes, per bush.		1 50

New Brunswick Markets

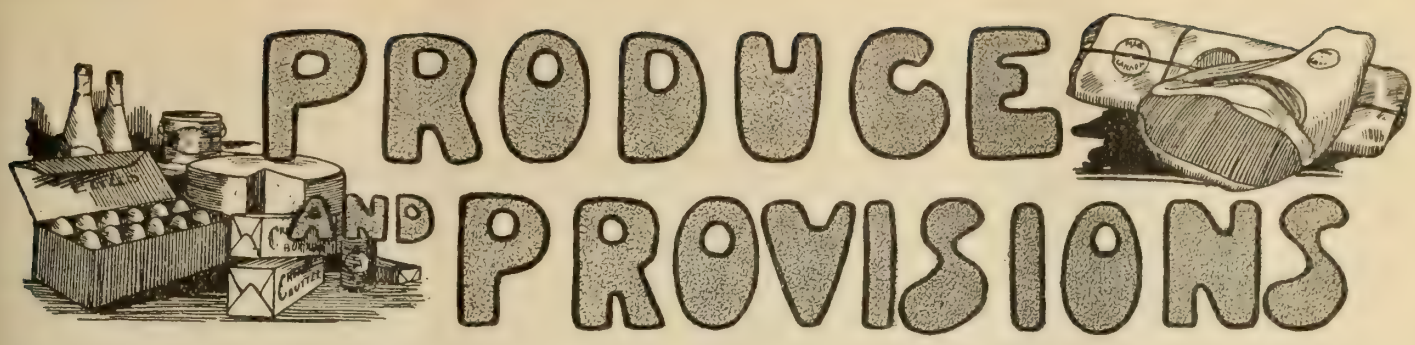
FROM ST. JOHN, BY WIRE.

St. John, April 2.—There was very little change on this market during the past week, and business is fairly dull. The only notable items of change are in cereals where cornmeal declined 25c a bag, making the price $4.75 and rolled oats advanced 50c a barrel bringing them to the even figure of $13. Eggs are becoming somewhat more plentiful and are selling from 47c to 50c.

ST. JOHN, N.B.		
Flour, No. 1 patents, bbls., Man.		12 05
Ontario		11 95
Cornmeal, gran., bbls.		14 50
Cornmeal, ordinary, bags		4 50
Molasses, extra fancy, gal.		0 87
Rolled oats, bbl.		13 00
Beans, yellow-eyed		10 25
Beans, California white		10 00
Beans, British Columbia white	9 75	10 00
Rice, Siam, cwt.		9 00
Sago and tapioca, lb.	0 17	0 18
Sugar—		
Standard granulated	8 90	8 95
No. 1 yellow	8 40	8 45
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Breakfast bacon	0 35	0 40
Butter, creamery, per lb.		0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine		
Lard, pure, lb.	0 32	0 32½
Lard, compound	0 27	0 27½
American clear pork	67 00	70 00
Beef, corned, 1s		4 25
Tomatoes, 3s, standard, case		5 40
Raspberries, 2s, Ont., case	6 20	6 45
Peaches, 2s, Ontario, case		4 40
Corn, 2s, standard case		5 00
Peas, standard, case		4 00
Apples, gals., N.B., doz.		4 50
Strawberries, 2s, Ont., case	6 00	6 20
Pork and beans, case	4 00	5 50
Salmon, Reds		15 50
Potatoes—		
New, native, barrel		3 75
Onions, Canadian, 75 lbs.		2 50
Lemons, Cal., Messina, case	8 00	9 00
Oranges, California, case	8 00	10 00
Grapefruit, case		6 50

RAILWAYS MAY NOT IMPOSE HIGHER GRAIN RATE

An important judgment was rendered recently by the Railway Commission in favor of Montreal milling interests, when the railways were forbidden to add to the rate charged for grain milled in Montreal. The application was made on behalf of the Ogilvie, Dominion and St. Lawrence Flour Mills, regarding the transit arrangement on grain milled at Montreal and reshipped to points on the Canadian Government railways, also to Halifax for export.



The Meat Department a Business Builder

Delta Grocery, Hamilton, Ont., Finds This Department One of the Great Factors in Building a Successful Business—Satisfactory Equipment Great Item in Success

ONE of the most important departments of the Delta Grocery, Main Street, Hamilton, that is described meat department, though it is hardly meat department, thought it is hardly, fair to describe this as a department of the grocery store. The store as a matter of fact is divided in half, the large refrigerator that stands in the centre of the store being the dividing line. The two stores are not separated in any other way, and so it is one store in which each department shares equally. Every person who enters the grocery store is at once brought under the influence of the meat department and similarly the customers who visit the meat store are attracted by the bright and cleanly appearance of the grocery department. A. W. Jenkins, the proprietor, is of the emphatic opinion that the combination of these two departments is the ideal store arrangement. By this combination the housekeeper is on one call faced with practically all her housekeeping needs, and in the fact that she is not compelled to go elsewhere for her meat lies the greatest assurance of a continued patronage. Moreover, when the housekeeper is compelled to go to the butcher store as differentiated from the combined store, then a portion at least of the trade that rightfully belongs to the grocer is lost. There are vegetables that are often purchased with the meat, there is the lard and other shortening, and in many cases the butter and eggs and canned goods that go to the butcher instead of the grocer. Now with the combined activities there is nothing of this loss. The departments may be divided as the owner sees fit. but the customer is never from under the influence of both departments and therefore the customer is interested to the full maximum of her buying power.

Of course such a combination entails an item of added expense, but it is nevertheless an item that fully justifies itself. That has been the experience of Mr. Jenkins. It has in his case given him a point of appeal in building up a business in a new locality.

The equipment of this department in the Delta Grocery could hardly be improved upon; in front of the meat cutting blocks is one of the modern white vitralite counters with glass bin tops that permit a thorough display of goods without the temptation to the customer to handle the stock. These counters are fully refrigerated as is also the fish case and the refrigerator by coils from an ice machine in the cellar.

Mr. Jenkins claims that this machine has given him better service than would have been possible with natural ice, and at a materially lower cost. Moreover it has done away with the difficulty of handling ice in a store and has made it possible to display goods attractively without any loss to their quality.

The particular arrangement of this store, going as it does across the angle of two converging streets, gives unusually effective display space. Each department has its own display window, the grocer department on Main Street and the meat department on King Street. The store, too, provides an avenue between the two streets and this short cut is a good business argument, for it brings the passerby under the direct influence of both departments.

Mr. Jenkins is outstandingly in favor of the idea that the combination meat and grocery store is the store of the future.

Fresh Fish by Co-operation

If the Producer and the Retailer Would Get Together There Would be More Interest on the Part of Consumer and Eventually Larger Sales

IF a little greater interest were taken by the dealer handling fish much benefit would accrue to the dealer himself and to the trade in general, as well as to the customer.

It was pointed out to CANADIAN GROCER that one of the reasons why fish is high and sometimes scarce in certain lines is because of the failure of the housewife to take a substitute. She will probably want halibut when it is temporarily hard to obtain, or it may be the same in the case of whitefish or other varieties. By studying the food values of the various varieties and giving some thought to this matter the retailer can do a great deal of suggesting that will be most helpful.

Probably some have not considered the value of trying out the different varieties at home. Prepared in the many ways that can be ascertained through experiment as well as the trial of suggested recipes in the best cook books, the grocer's wife could be of material assistance in helping with the compilation of data that could be used to the advantage of the salesmen. The writer knows, as a matter of fact, where one of the largest fish men in the city of Montreal makes suggestions for preparing fish that must surely be followed by the many readers of the local papers and by his customers. It is only natural that there are seasons when certain fish are not obtainable For the benefit of CANADIAN GROCER readers a complete list of fish with the time at which they are most readily obtained is published in this issue; it should be kept for constant reference. It is certainly in the best interests of the retail store to study the markets more closely and co-operate to educate his trade and make it conversant with the values of the fish that are to be had from week to week.

There is much room for greater co-operation upon the part of the government, the press and the retailer. By the adoption of an educative campaign such as this suggested by a large Montreal importer to CANADIAN GROCER a great deal of good can be accomplished which will eventually tend to prevent the loss of large supplies of fish that cannot be utilized.

It is stated that there are many fishermen at the fishing points who will have a catch of, say 10,000 to 15,000 pounds. These fish are of various kinds, and probably there will be about one-third of these in some instances that are in popular demand at the time, the public have insisted upon having a certain select variety. As a consequence, in many cases a greater part of the catch has been without a market and the whole percentage of that catch, probably two-thirds of it, has been lost.

The above may be somewhat extreme

as a case in point, but it is evident that if there were greater co-operation and more thought given the matter by those through whose hands the fish must pass to the ultimate consumer there would be cheaper fish and more of it.

It would not cost a great deal to have a few lecturers appointed whose salaries could be well paid by the government, to go about and state the real value of fish as a substitute for meat, and at the same time they could also be giving details as to the conservation of other foods.

Keep Posted on Fish Season

The Wise Grocer Will Acquaint Himself With Time of Plenty in Different Fish—Can so be of Service to His Customers and Himself

THE accompanying chart will tell at a glance when various sorts of fish are in season, and during what times they are most readily obtainable. The merchant who handles fish will do well to keep this page by him for reference at all times. One of the great reasons for the comparatively limited sale of fish is that in many instances it is every bit as costly as meat. The reason for this is that very often the housekeeper demands fish that at the time are very scarce, and as a result high in price. The dealer is sometimes to blame in that he does not know what varieties are in season and makes no effort to find out. With the accompanying chart it is believed that it will be possible to plan ahead, and by so doing avoid high priced lines with the benefit to the consumer in lower prices and to the merchant in larger sales.

GOVERNMENT NOT OPENING FISH STORES

A news despatch appearing in the press last week stated that there would shortly be opened in Montreal three fish stores to be inaugurated under the Government's Food Board.

In an interview with G. W. Jones, the Montreal secretary of the Food Board's organization, Mr. Jones denied that he had made any statements attributed to him as to retail stores being opened. "Had I known that statements of this kind were to be made I should have taken steps to see that the information was given out correctly," said Mr. Jones. "What is contemplated is that we work in a co-operative and intelligent manner with the trade as now established, and this is our desire. It is quite probable that much good can come of closer co-operation with the businesses already established."

The cash and carry idea has been taking good hold in some parts and as there are several of these now operating in Montreal it is quite probable that this feature will not only be fostered but further developed.

Varieties of Fish and Their Various Seasons

Variety	Season	When Most Plentiful	When Scarce	When Unobtainable
FRESH FISH				
Haddock	All the year	Spring, Autumn	June, July, Jan., Feb.	Never
Steak cod	All the year	Spring, Autumn	June, July, Jan., Feb.	Never
Market cod	All the year	Spring, Autumn	June, July, Jan., Feb.	Never
Carp	April to November	April to October	November	Winter
Dorée	April, May, Sept. Oct., Nov.	May, June, Sept., Oct.	July, Aug., Nov.	Winter
Lake trout	Spring, Autumn	May, June, Sept., Oct., Nov.	April, July, August	Winter
Pike	Spring, Autumn	April, May, June, Sept. Oct.	July, August	Winter
B.C. salmon	May to October	June, August	April, Sept.	Winter
Gaspereau	May to September	June, July, Sept.	August, October	Winter
Western halibut	April to September	May to August	April, Sept., Aug.	Winter
Eastern halibut	April to July	May, June	April, Aug., Sept., Oct.	Winter
Flounders	April to December	April to August	Sept. to Dec.	Jan., Feb., Mar.
Perch	April to November	May to July	August	Winter
Bullfish	April to November	May, June, Sept., Oct., Nov.	April, July, August	Winter
Whitefish	May to November	June, Sept., Oct., Nov.	May, April, July, Aug.	Winter
Eels	June to November	June, Sept., Oct.	July, August	Winter
Mackerel	May to December	May, June, Sept., Oct.	July, August	Winter
SHRIMPS, LOBSTERS—FRESH				
Lobsters	December to June	April to June	December to March	A few all year
Prawns	September to June	September to December	June, July	August
Shrimps	September to June	September to December	June, July	August
Herring (large sea)	May to November	May, July, August	June	During winter
FRESH FROZEN SEA FISH				
Halibut	All the year	December to April	June to September	Never
Haddock	Nearly all year	March to April	June to September	Never
Mackerel	November to March	Dec., Jan., Feb.	Summer	Never
Cod steak	Nearly all year	November to April	Summer	Never
Cod, toms	December to March	December to February	March	Summer
Salmon (red)	November to May	December to April	May to September	September to October
Salmon (pale)	November to May	December to April	May to October	September, October
Salmon (Gaspe)	December to March	December to March	April, May	Never
FRESH FROZEN LAKE FISH				
Pike	November to March	December to February	March to September	Never
Perch	November to March	December to February	March to September	Never
Whitefish	November to March	December to February	March to September	
Lake trout	November to March	December to February	March to September	Never
Eels	December to November	December to February	Summer	
Dore	All the year	November to March	March to September	Never
Smelts, No. 1	December to February	January	February, March	Summer
Oysters (shell seafish)	September to May	October to January	February to May	Summer
SMOKED FISH				
Haddies	All the year	September to March	May to September	At times dur. summer mos.
Haddies, fillet	November to April	December to April	May to November	During hot weather
Smoked herring	July to November	September to December	In Summer	When supplies exhausted.
Bloaters	September to May	September to December	During Summer months	
SALTED AND PICKLED FISH				
Haddock	October to April	October to December	Not selling in hot weather	
Herring, Labrador	September to April	September to March	During Summer	
Herring, No. 1, lake	October to April	October to March	Not selling during Summer	
Salmon, Labrador	September to July	October to January	Summer months	
Salmon (B.C. red)	September to May	September to January	Summer	
Sea trout (red and pale)	September to June	October to April	Summer	
Green cod, No. 1	August to May	September to March	June to August	
Green cod	August to May	September to March	June to August	
Mackerel, No. 1	September to December	September to January	July, August	
Codfish, skinless	September to May	September to October	July, August, September	
Codfish, shredded	September to May	September to January	July, August, September	
Eels	October to April	November to March	April, May, June, July, Aug.	
Pickled turbot	August to April	October to December	During Summer months	
Cod, boneless	September to June	October to January	Springtime-summer months	
Cod, strip	September to June	October to January	Springtime-summer months	

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

RECEIPTS of eggs show steady improvement and with the Easter demand taken care of further declines are expected to follow. The continued fine weather has given a great stimulus to production but dealers are still awaiting service from the express companies in getting their crates away to the country.

The further restriction on the consumption of meats placed on hotels, restaurants, etc., is expected to result in an increased demand for poultry and fish. Poultry prices have advanced in some quarters 2c per pound. Shipments of fresh sea fish are now being offered.

Some sales of live hogs, fed and watered, were made at $21.25 per one hundred pounds though last week's high level of $21.00 was the general price prevailing. Dressed meats showed practically no change.

The differentials between tierces and smaller packages on lard and shortening has been raised ¼c in some quarters due, it is said, to the increased cost of containers. Shipments of margarine are apparently as far off as ever, permits still awaiting an official O.K. for release. The market on butter shows a firming tendency.

Live Hogs $23; Cured Meats Firm

Montreal.

PROVISIONS.—With a fluctuating market during the week and with prices ruling high, the situation has been somewhat unprecedented, especially for this date. Sales this week are being made on higher levels and last week's price of $22 has been passed and sales made at $22.50 and as high as $23 asked. Hogs seem to be very scarce and receipts continue to be light. As a consequence the price of cured meats is very high and dressed hogs will sell, state the abbatoir men, up to $30 per cwt. While there is a decidedly firm undertone to the market for all cured meats these are held unchanged with upward changes probable in the near future.

Hogs, dressed—		
Abattoir killed	29 00	30 00
Hogs, live	22 50	23 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	....	0 40
Shoulders, roast, per lb.	....	0 42

Good Demand for Lard, Very Firm Undertone

Montreal.

LARD.—There is a very active demand for lard, seasonably speaking, and sales for both country and city account have been well maintained. In view of the position attained in the hog market, the prices naturally rule with a strong undertone and these are held without change. It is very probable that they will follow the trend of the upward tendencies of hog prices, and from all that can be deducted, the hog market will rule strong. Easter business was good.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 31
Tubs, 60 lbs.	....	0 31½
Pails	....	0 31¾
Bricks, 1 lb., per lb.	....	0 32¾

Better Supply Shortening, Prices Hold Firm

Montreal.

SHORTENING.—There is a better feeling regarding shortening supplies, for cottonseed oil deliveries have much improved and the supplies of shortening are said to be ample. A fairly good trade is passing and the Easter season was a good one. Since margarine is still available only in small quantities—some not having any supply at all—the trade in shortening is naturally better. Sales are made on the basis of last week's quotations without change.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26
Tubs, 50 lbs.	....	0 26½
Pails, 20 lbs., per lb.	....	0 26¾
Bricks, 1 lb., per lb.	....	0 27¾

Easter Poultry Demand Met With Frozen Variety

Montreal.

POULTRY.—With a fairly good demand for poultry throughout the Easter week sales were made at well maintained prices. The feature of the week was that of the very limited offerings of live and fresh-killed poultry, there being little of either. This threw the demand on the storage stock and of this considerable was sold. It is doubtful if the receipts will greatly improve, and provision buyers are not very hopeful of a big change in this condition. Prices rule with a strong undertone, due to the lightness of supplies, and these are as follows:

Poultry—	Dressed	
Old fowls	0 32	0 33
Chickens (milk-fed)	0 39	0 40
Roasting chickens	....	0 37
Young ducks	....	0 32
Turkeys (old toms), lb.	....	0 38
Turkeys (young)	....	0 40
Geese	....	0 30

Easier Egg Prices; Demand Keeps Heavy

Montreal.

EGGS.—The demand last week was heavy for eggs. Even so late as this, however, receipts from Canadian points were light and a great deal of the supply coming to Montreal was obtained at Chicago. With good weather now prevailing, receipts will be better from the Ontario and Quebec poultrymen and farmers, and if the demand continues as strong as it has been there will be no difficulty in the matter of absorbing supplies. Reports show that receipts were 1,000 cases larger last week than those for the corresponding week a year ago. Prices are reduced to 44-45c and will probably still decline somewhat as receipts increase.

Eggs—		
New-laid	0 44	0 45

Little Margarine Here, No New Shipments

Montreal.

MARGARINE.—There are some dealers who can supply margarine and this is mostly of the Canadian product. Others state that they have no supply—that they have been anticipating the receipt of various cars from the United States—that these have not been shipped and that they can get no information regarding shipments. The demand will be ample to absorb the supply to be allowed forward monthly, the produce men think. In the meantime this commodity is ruling firmly without change at the following prices:

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Active Demand Held Butter Prices Firm

Montreal.

BUTTER.—While some produce men think that the price of butter should rule somewhat easier, the heavy demand has served to maintain a strong undertone. The Easter season proved to accentuate the request from retail trade and prices ruled firmly all week. In some instances the quotations have been revised upward although the quotations below will serve to give the range closely. Receipts for the first quarter of 1918 show a decided decrease over the comparative preceding period of 1917, the exact figures revealing a shortage of 145,426 packages.

Butter—		
Creamery prints, storage	0 50	0 51
Creamery solids, storage	0 49	0 50

Creamery prints (fresh made)	0 50	0 52
Creamery solids (fresh made)	....	0 51
Dairy prints, choice	0 41½	0 44
Dairy, in tubs, choice	....	0 39

Commission Takes Some Cheese; Trade Good

Montreal.

CHEESE.—There was a very fair trade in cheese last week and this is attributable to the Easter season and to the Lenten demand for lines other than meat. It is stated that the rather large receipts last week, totalling 1,882 packages were explained as purchases made by the Cheese Commission. This was not new cheese, CANADIAN GROCER was informed, but was an accumulated supply shipped in on the commission's account from Ontario. All cheese has to be inspected and weighed at Montreal. Prices are firm but unchanged.

Cheese—		
Large, per lb.	0 22½	0 23½
Twins, per lb.	0 22½	0 24
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Oysters are Lower; Haddock and Cod Also

Montreal.

FISH.—The past season has been a good one, generally speaking, for the fish business. The wholesale trade state that the campaign of the government to stimulate fish eating has doubtless been a factor in this. The season for frozen fish is well over, although some lines are still to be had and will still be available for some time. Fresh haddock and cod are more plentiful and the prices are easier. Co-operative interest is being now taken by the fish men in offering the standard government fish boxes to the retailer at $10, the exact price quoted by the government, and which is half the actual cost of making. Smoked haddies are down 1c per lb., and frozen halibut and haddock are quoted lower. Fresh haddock, steak and market cod are all easier in price. Trade last week was rather more confined than expected owing to the fact that dealers wanted to clear out supplies before Easter. Oyster trade is light and the consequent result is that of much reduced prices.

SMOKED FISH.		
Haddies (fresh cured)	0 14	0 15
Haddies (frozen)	0 14	0 15
Haddies, fillet	0 19	0 20
Smoked herrings (med.), per box	0 22	0 23
Smoked cod	....	0 15
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 40	2 50
SALTED AND PICKLED FISH.		
Haddock	....	0 07
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	7 00
Do., half barrels	....	7 00
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador), per bbl.	....	24 00
Do., tierces	....	34 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	19 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl.	....	14 00
Green Cod (large bbl.)	....	15 00
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	12 00
Codfish (Skinless), 100-lb. box	12 00	12 50
Codfish, 2-lb. blocks (24-lb. ease)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	2 20	2 25
Eels, salted	....	0 12
Pickled turbot, new, bbls.	....	15 00
Do., half barrels	....	7 75
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 55	0 60
Prawns, lbs.	....	0 30
Shrimps, lb.	....	0 25
Scallops	....	4 00
Oysters—		
Ordinary, gal.	1 60	1 75
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	7 50
3 gal. (wine) cans	....	4 50
1 gal (wine) cans	2 10	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Haddock	8	9
Mackerel	17	18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 10	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12	0 13
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Dore	0 12½	0 13
FRESH FISH		
Haddock	0 09½	0 10
Steak cod	0 12	0 13
Market cod	0 08½	0 09
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 18	0 20
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Gaspereaux, each	....	0 07
Western Halibut	....	0 30
Eastern Halibut	....	0 30
Flounders	0 08	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 12
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18
Mackerel, per lb.	....	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Live Hogs Reach Higher Level

Toronto.

PROVISIONS. — Some transactions were recorded in the sale of live hogs at $21.25 fed and watered, which establishes a new high record for this continent. The general run of prices for live hogs, fed and watered was $21.10. Reports indicate a very fair run during the past week and this is expected to continue for another week or ten days when a gradual decrease, which is seasonable, is expected to develop.

Dressed meats showed little change during the week although an advance of ½c per pound in Wiltshire bacon was made in some quarters. A fair demand exists but indications are that staple products are rather scarce. This does not mean that a real shortage exists but that present stocks are by no means heavy. Prevailing quotations follow:

Hams—		
Medium	0 36	0 38
Large, per lb.	0 28	0 35
Backs—		
Plain	0 43	0 48
Boneless, per lb.	0 46	0 52
Bacon—		
Breakfast, per lb.	0 40	0 43
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 39	0 42
Dry Salt Meats—		
Long clear bacon, lb.	0 29	0 31
Fat backs	....	0 32½
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 49
Hams, roast, without dressing, per lb.	0 48	0 50
Shoulders, roast, without dressing, per lb.	0 45	0 47
Barrel Pork—		
Mess pork, 200 lbs.	56 00	58 00
Short cut backs, bbl., 100 lbs.	60 00	63 00
Pickled rolls, bbl., 200 lbs.	55 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	30 00
Live, off cars	....	21 25
Live, fed and watered	....	21 00
Live, f.o.b.	....	20 25

Shortening Shows Slightly Easier Tendency

Toronto.

SHORTENING.—A slightly easier tone is again evident in respect to shortening during the week, 25½c per pound tierce basis being quoted in some quarters, which is ½c lower than lowest prices prevailing one week ago. Supplies, although none too plentiful, show some slight improvement, receipts of cotton seed oil coming through in better volume. The differential between tierces and smaller packages has been changed by some by the addition of ¼c per pound all the way through. This is due to the greatly increased cost of containers and is generally believed to be justified.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26¾
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Supplies Show Little Improvement

Toronto.

LARD.—Stocks of lard are by no means heavy and it cannot be said that a surplus exists in any quarter. However, orders are being taken care of with little delay. Prices have been firmly held at advances recorded last week and in some quarters a change in the differentials of ¼c per pound has been made. This provides for an increase of ¼c on the smaller packages which is said to be due to the advanced cost of containers.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
In 60-lb. tubs, ¼-½c higher than tierces: pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

No New Developments In Margarine

Toronto.

MARGARINE.—An attitude of watchful waiting prevails in respect to margarine, shipments of which are still being delayed. This has been promised for April delivery but no advice is yet to hand that any is in transit and dealers locally can only sit back and await developments. Uncertainty can still be said to rule the market in this commodity.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Firming Element in Butter Developing

Toronto.

BUTTER.—A decidedly firmer tone is remarked in butter during the week. Storage stocks are being cleaned up pretty well and at present there is not sufficient being made to cope with the demand. This has not yet resulted in a shortage developing but has had a strengthening influence on the market. No change in prices has been made.

Creamery prints, fresh made....	0 52	0 53
Creamery solids, fresh made....	0 49	0 50½
Creamery prints, storage	0 49	0 52
Creamery solids, storage	0 48	0 50½
Dairy prints, choice, lb.	0 40	0 46
Dairy prints, lb.	0 36	0 40

Easter Demand Over, Egg Market Easier

Toronto.

EGGS.—The Easter demand having been taken care of a much easier feeling is apparent in respect to eggs. Receipts are excellent and from all points reports of increased production continue to come in. This will have a tendency to bring prices down somewhat further though the declines seem to be wrought gradually rather than suddenly. Difficulty in getting express companies to pick up egg crates for dealers is still reported, one company having failed to send its wagons around for the past ten days. Prices ruling to-day are given herewith:

Eggs—		
New-laids, in cartons	0 45	0 46
Do., loose, doz.	0 46	0 48

Firmer Tone Exists in Respect to Cheese

Toronto.

CHEESE.—A somewhat firmer tone is again apparent in this market after a week in which there were real snaps offered owing to dealers having to reduce their stocks to the prescribed limit of 40,000 pounds by April 1. Reports indicate that stocks have been curtailed to the amount by the Canada Food Board and the market has strengthened under this influence.

Cheese—		
New, large	0 22	0 23½
Old, large	0 23½	0 24½
Stilton (new)	0 25	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Goes Higher; Increased Demand

Toronto.

POULTRY.—Prices on poultry show a somewhat stronger tone during the week and advances of about 2c per pound have been made in some quarters. The restrictions under which meat is to be used in hotels and restaurants is expected to result in an increased demand for poultry of all kinds. Some improvement in receipts of live poultry is reported though this has not yet attained large proportions.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$0 24-$0 25	$0 25-$0 27
Geese	0 15- 0 18	0 22- 0 24
Turkeys	....- 0 27	0 30- 0 35
Roosters	0 20- 0 22	0 22- 0 24
Hens, over 5 lbs.....	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.....	0 22- 0 27	0 24- 0 28
Chickens, 4½ lbs. up..	0 25- 0 27	0 28- 0 33
Chickens, under 4½ lbs.	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 29

Fresh Sea Fish Reaching Market

Toronto.

FISH, OYSTERS.—Fresh sea fish are reaching the local market, haddock, cod, and flounders being among those available. The demand continues good and it is thought the new restrictions placed on the consumption of meats in public eating houses will serve to maintain heavy sales of fish. No change of importance has been made in quotations for the week, all prices being firmly held. Fresh haddock are being sold at 8—8½c per pound; fresh steak cod at 10—10½c per pound, and fresh flounders are selling at 9c per pound. Fresh frozen trout shows a slightly wider range with a lower price of 14c being effective.

SMOKED FISH.		
Haddies, per lb., new cured.....	0 12	0 18
Chicken haddies, lb.	0 10½	0 13
Haddies,, fillets, per lb.	0 14	0 17
Ciscoes, per lb.	0 16	0 17
Kippered herring, per box	1 75	2 25
Digby herring, skinless, 10-lb...	2 20	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks.....	....	3 40
Acadia cod 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb...	0 11	0 12
Halifax shredded cod, 24s.....	....	2 20
Salt mackerel, kits, 20 lbs.	....	4 50
Labrador salt herring, barrels...	11 00	11 50
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs....	6 00	6 50
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 12½	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	0 20
Do., Restigouche	....	0 27
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 7	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	0 12	0 16
Do., No. 2, lb.....	....	0 12
Oysters, per gal.	2 60	3 25
Blue points, bbl.	....	11 00
Malpeque, bbl.	....	14 00
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00
FRESH FROZEN LAKE FISH		
Herring, Lake Superior, bags, lb.	....	....
Herring, Lake Erie, pan frozen.	0 08½	0 10
Pike, dressed	0 10	0 11
Do., round	0 08½	0 09½
Whitefish, frozen	0 12½	0 13
Trout, lb., frozen	0 14	0 16
Mullets, frozen, lb.	0 06	0 07½
Yellow pickerel, frozen, lb.....	0 12½	0 13

Big Decline in Eggs Expected This Week

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market was very firm last week, prices started at 20¼c and jumped to 21c by the close of the week. The feeling was that the market would remain firm at this figure.

PROVISIONS.—The provision market is much firmer and on a number of lines higher prices are being quoted. Heavy ham is 33c, breakfast bacon 40-42c.

EGGS.—The production of eggs has increased enormously during the past week, and from now on the supply will be fairly heavy. For this reason a big slump is expected within the next few days. At time of writing eggs were being quoted at 35c.

BUTTER.—The market for both dairy and creamery butter is very weak, due to the approach of spring.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, per lb.	....	0 42
Breakfast, select, lb.	....	0 43
Backs, regular	....	0 44
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 28¼
20s	....	5 95
Cases, 5s	....	17 48
Cases, 3s	....	17 55
Shortening—		
Tierces	....	0 26¼
Tubs, 50s, net	....	13 25
Pails, 20s, net	....	5 55
Fresh Eggs—		
New laids, American	0 48	0 50
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 48
Fresh made creamery, No. 2..	....	0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	....	0 32½
No. 2	....	0 30½
No. 3	....	0 29½

Supplies of Fresh Fish Expected Shortly

Winnipeg.

FISH AND POULTRY.—The situation as regards fish is the same as has existed for several weeks past. There is no change in price. Very little fresh stuff is arriving as yet. There is a little fresh codfish at 12c, but salmon and halibut are too high in price to bring into this market yet. However they should be here before very long. There was an exceptionally good demand for fish last week for Good Friday. There is very little poultry coming in.

RESTRICTION ON SALE OF AMERICAN PORK AND PORK PRODUCTS TO CANADA

The United States Commerce reports state that the War Trade Board, in accordance with its policy promulgated on March 5, 1918, relating to the export of pork and pork products to the British West Indies, Central and South America, and West Africa, announces a similar relaxation of restrictions on the export of such products to Canada.

Applicants to whom the Bureau of Exports has heretofore refused licenses to export these products to Canada may now reapply. Prompt action may be expected on applications now under consideration. Licenses will be issued valid for 60 days only. Inasmuch as no extensions will be granted, the attention of exporters is called to the necessity for promptly filing new applications in the event they are unable to complete any shipment within the 60 day period.

Bacon

Star Brand English Breakfast Bacon is the result of over sixty years' experience in curing Bacon, and has no equal.

We have also "Select" Brand—not quite so good, but excellent value at the price.

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Limited
HAMILTON

Show Me the butcher who ever got rich that did not make his **OWN SAUSAGE.**

Show Me the packer who NEVER got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and Prices. Many Styles.

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HAMILTON, ONTARIO
TORONTO—114 York St., Near King
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Canadian-American Food Products.

57 VARIEITES

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Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

You need this ARCTIC REFRIGERATOR right now.



This practical refrigerator will keep your stocks of cooked meats, fruits, etc., secure against spoilation during these moist spring days.
The Arctic preserves its contents, sweet, fresh and tempting looking, produces a quicker turnover and all round satisfaction.
A copy of the Arctic catalog will explain where the Arctic Refrigerator excels.

It will be mailed you free.

JOHN HILLOCK & CO., LIMITED
Makers of the famous Arctic Refrigerators
TORONTO



THERE are some lines you can carry in your store which are nothing more than space occupiers and room wasters.

You put them up on your shelves, or arrange them carefully on your counter, and there they remain "just a-doin' nothin'!" It would, figuratively speaking, take a charge of dynamite to jolt them off. You'd think they were riveted to the spot, and every time you go past them you give them the cold-storage stare and think hard, bitter thoughts.

But, there are other lines, thank goodness! which hardly ever stay long enough in your store to get used to the place. No sooner do you arrange them on your shelves, or display them invitingly on your counter, than, presto! — they're gone! And in their stead you have dollars and cents to go on buying the necessaries of life as well as to invest in more goods for the purpose of doing more business.

And naturally these are the lines you are looking for. You want something that will **sell**—and **keep on selling.**

This is one of the reasons why our Davies Products are so popular with the dealer—they're so easy to sell.

DAVIES PRODUCTS are the kind that SELL—and KEEP on SELLING.

THE WILLIAM DAVIES COMPANY LIMITED

CANADA'S LEADING PACKERS

Montreal **TORONTO** **Winnipeg**



The quality it pays to sell

BRUNSWICK BRAND SEA FOODS

have long ago established an enviable reputation for superior quality and satisfaction-giving.

Which is not surprising when one considers the scrupulous care and attention given to the selecting, processing and packing of the fish.

Look over the list below and see what lines you need. We particularly recommend our Kippered Herring—a new, clean stock, with an exceptionally delicious flavor and quality. 4 doz. No. 1 to a case.



¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies (Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

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SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90

Sweet Chocolate—	Per lb
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 18
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28

Icings for Cake—

Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 80

Chocolate Confections—	Per doz
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

Don't Throw In Your Heart For Good Measure



How often can his business heart stand this "bump" before it is broken in bankruptcy?

That's the way that leads to bankruptcy. Your stock is too valuable in war time to be given away.

But many a merchant rather than be "unjust" to his customers is unjust to himself and invariably tips the beam in his customer's favor to the extent of a quarter or a half an ounce every time he weighs merchandise.

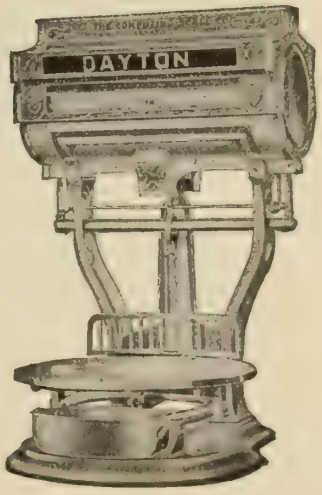
Now it is nice to be good-hearted, but if you throw your heart into the scales every time you weigh something you will sooner or later lose your business head.

The principle of merchandising to-day is to give correct weight and to charge for it, and to do it with a

DAYTON AUTOMATIC SCALE

Just so surely as you give credit for underweight so you must exact payment for fractions overweight. It may be only a cent at a time, but that cent from an average of a hundred customers a day will mean three hundred dollars a year out of your net profits.

The scale which will enable you to determine weight and price instantly and automatically is the Dayton Computing Scale.



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Dayton Computing Scales

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The International Business Machines Co. Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders, and Hollerith Electric Tabulating Machines.

If any advertisement interests you, tear it out now and place with letters to be answered.

Just the Thing For a Present

A present that is suitable under all conditions for everyone in the grocery business is a copy of Artemas Ward's "Grocer's Encyclopedia." It is the one gift that is sure of an adequate welcome!

Mrs. Grocer could not surprise her husband with anything that he would enjoy more—nor anything that would be of more practical aid to him in his business. Mr. Grocer could not present his chief salesman with anything more likely to stimulate his interest in the business and increase his selling efficiency. Or, the salesmen can club together and give it to the boss!

An additional advantage is the fact that Mrs. Grocer and Mrs. Salesman will find as much interest and practical information in it as will their husbands. Surely such a combination is too rich, too delightful and too unusual to be passed by, when the cost is only a ten-dollar bill!

The grocer or grocery salesman who possesses a copy of "The Grocer's Encylopedia," need never feel embarrassed by any questions pumped at him by a housekeeper of inquiring mind. Caviare types, truffles of different countries, mushrooms of all varieties, fancy liqueurs, any of a thousand wines, food names in five languages, etc., etc.,—anything and everything you want to know, is there.

It is a really wonderful work. The text treats on fully 1,200 subjects, covering all kinds of foods—their habitat, cultivation, preparation for market, quality and grades—and containing many inside trade "pointers," which are of practical value in buying and caring for goods, which you can obtain nowhere else.

It is illustrated with 80 full-page color-plates of tropical fruits, nuts, cheeses, meats, game-birds, etc., which the New York Press describes as "the most beautiful that ever appeared in a work of encyclopedic character," and hundreds of photographs showing food growing and preparation in all parts of the world.

Its handsome appearance makes it additionally suitable for a holiday gift. It contains 748 pages, 11 x 8½ inches in size, printed on heavy calendered paper, and strongly bound in buckram.

It is said that it cost more than $50,000 to produce this book—but it sells for only $10.50, delivery prepaid.

Send your order to THE CANADIAN GROCER, 143-153 University Ave., Toronto, Canada.



Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS
POCOLOGAN, N.B.

PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler
169 William Street, Montreal, Quebec
for particulars and advertising matter.

If any advertisement interests you, tear it out now and place with letters to be answered.



The "tang" of the Sea

EASTERN BRAND LOBSTERS

Boost your Fish sales and help win the War. Boost EASTERN BRAND Lobster and win satisfied customers.

The Boys at the Front look for EASTERN BRAND Lobster Paste—It's great.

If your wholesaler hasn't a stock, write to-day to

Eastern Canada Fisheries, Limited

CORISTINE BLDG., MONTREAL





HIGH-GRADE SPECIALS IN OVERSEAS TRADE

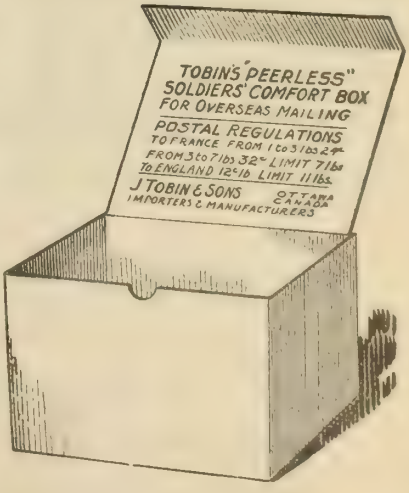
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND —the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



HIGH-CLASS STONEWARE

APRIL EGGS
JUNE BUTTER

The ideal container is a Stone Crock.
Our stock is complete.
Price, Butter Crocks 14c. per gallon.
Other articles just as low.

Ontario Crockery Co.
LONDON, ONT.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK

	Per case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85

W. CLARK, LIMITED MONTREAL

Assorted meats, 1s, *$4.25.
Compressed Corn Beef—½s, *$2.90; 1s, *$4.25; 2s, $9; 6s, $34.75; 14s, *$75.
Lunch Ham—1s, *$4.25; 2s, $8.
Ready Lunch Beef—1s, *$4.25; 2s, $9.
English Brawn—½s, $2.50; 1s, $3.50; 2s, $8.50.
Boneless Pigs' Feet—½s, $2.50; 1s, $3.50; 2s, $8.50.
Roast Beef—½s, $2.90; 1s, $4; 2s, *$8.85; 6s, $34.75.
Boiled Beef—1s, $4; 2s, $8.85; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Corned Beef Hash—½s, $2; 1s, $3.50; 2s, $5.50.
Beefsteak and Onions—½s, $2.90; 1s, $4.25; 2s, $8.50.
Cambridge Sausage, 1s, $4; 2s, $8.
Lambs' Tongues, ½s.
Sliced Smoked Beef, tins, ½s, $2.35; 1s, $3.35; 4s, $20.
Sliced Smoked Beef, glass, ½s, $1.75; ½s, $2.75; 1s, $3.50.
Tongue, Ham and Veal Pate, ½s, $1.95.
Ham and Veal Pate—½s, $1.95.
Potted and Devilled Meats, tins—Beef Ham, Tongue, Veal, Game, Beef, Meats Assorted, ¼s, 70c; ½s, $1.35.
Potted Meats, Glass—Chicken, Ham, Tongue, Venison, ¼s, $2. $7.50; 1½s, $12; 2s, $16.50; 2½s, $17.50; 3s, $19.00; 3½s, $20.50; 6s, $45.00.
Mincemeat, in tins, 1s, $2.70; 2s, $3.80; 5s, $12.
In Pails, 5 lbs., 20c; 10 lbs., 19½c; 25 lbs., 17c lb.
In 50-lb. Tubs, 17c lb.
In 85-lb. Tubs, 16½c lb.
Clark's Peanut Butter—Glass Jar, ¼, $1.22; ½, $1.70; 1, $2.25.
Clark's Peanut Butter—Pails, 5 lbs., 27c; 12-lb. pails, 25c; 24-lb. pails, 24c.
Clark's Tomato Ketchup, 8-oz., $2.25; 12-oz., $2.80; 16-oz., $3.50.
Pork and Beans, Plain (pink label), Talls, ind., 85c; 1s, $1.15; 1½s, $1.60; 2s, $1.75; 2s flats, $2.45; 3c, talls, $2.75.
Pork and Beans, Tomato Sauce, blue label. Individuals, 95c doz. 1s, $1.25; 1½s, $1.85; 2s, $2; 3s talls, $3.20; 3s flat, $2.90.
Pork and Beans, Chili (red and gold label), individuals, 95s; 1s, $1.25; 1½s, $1.85; 2s, tall, $2; 3s, flat, $2.90.
Vegetarian Baked Beans, Tomato Sauce, 2s, talls, $2.
Clark's Chateau Chicken Soup, $1.75.
Clark's Chateau Concentrated Soups, Vegetable, Mulligatawny, Oxtail, Scotch Broth, Mock Turtle, Consommee, Tomato, Mutton Broth, Pea, Julienne, Vermicelli Tomato, Green Pea, Celery, $1.25.
No. 1 assorted, $1.20; No. 2 assorted, $1.30.
Spaghetti with Tomato and Cheese, ½s, $1.30; 1s, $1.75; 3s, $2.90 doz.
Fluid Beef Cordials, 20-oz. bottles, 1 doz. per case, at $10 per doz.; 10-oz. bottle, $5.
Canadian Boiled Dinner, 1s, $2.50; 2s, $5.95.
English Plum Pudding—½s, 1s, 2s.
Ready Lunch Veal Loaf—½s, $1.95; 1s, $3.90.
Ready Lunch Beef Ham Loaf—½s, $1.95; 1s, $3.90.
Ready Lunch Beef Loaf—½s, $1.95; 1s, $3.90.
Ready Lunch Assorted Loaves—½s, $2.00; 1s, $3.95.
Geneva Sausage—1s, $4.25; 2s, $8.25.
Roast Mutton—1s, 2s, 6s.
Boiled Mutton—1s, 2s, 6s.
Cooked Tripe—1s, $2.50; 2s, $4.25.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $4.00; 2s, $7.00.
Minced Collops—½s, $2.00; 1s, $3.25; 2s, $6.00.
Sausage Meat—1s, $3.50; 2s, $5.50.
Jellied Hocks—2s, $8.00; 6s, $25.00.
Irish Stew—1s, $3.50; 2s, $5.50.
Boneless Chicken—½s, $6.00; 1s, $9.00.
Boneless Turkey, ½s, $5.90; 1s, $8.95.
Lunch Tongue—½s, 1s, 2s.
Tongue, Lunch—1s.
Ox Tongues, in tins, ½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.50; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.
Chateau Brand Pork and Beans, Tomato Sauce—Individual, $1.10; 1s, $1.60; 2s, $2.30; 3s, $3.50; individual, 95s; 1s, $1.50; 2s, $2.05; 3s, $3.25, Plain Sauce.
Smoked Sausage, Vienna style—½s, $1.95.
Pate de Fois—¼s, 65c; ½s, $1.30.
Lunch Tongue, in glass, 1s.
Ox Tongues, glass, 1½s, $14; 2s, $17.
Mincemeat, in glass—1s, $3.25.
Brisket Beef, in glass—1s.
Chicken Breasts, in glass—1s.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½-lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40
	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75

Ford ONE-TON TRUCK

COUNTRY-WIDE interest and comment have followed the recent appearance on the market of the new Ford One-Ton truck.

It is now possible to get a serviceable commercial car of one-ton carrying capacity that also embodies the desirable qualities of Ford sturdy construction and low up-keep expense.

The Ford passenger car has proved itself the most economical and serviceable automobile in the world. And this latest Ford model differs from the standard Ford chassis only in being constructed for heavy-duty service.

The frame is built of heavy steel, and the wheel base has been lengthened to 124 inches. A worm drive is used, and rear wheels are equipped with solid tires. Front tires are pneumatic. The standard Ford motor, transmission and ignition are embodied in the truck.

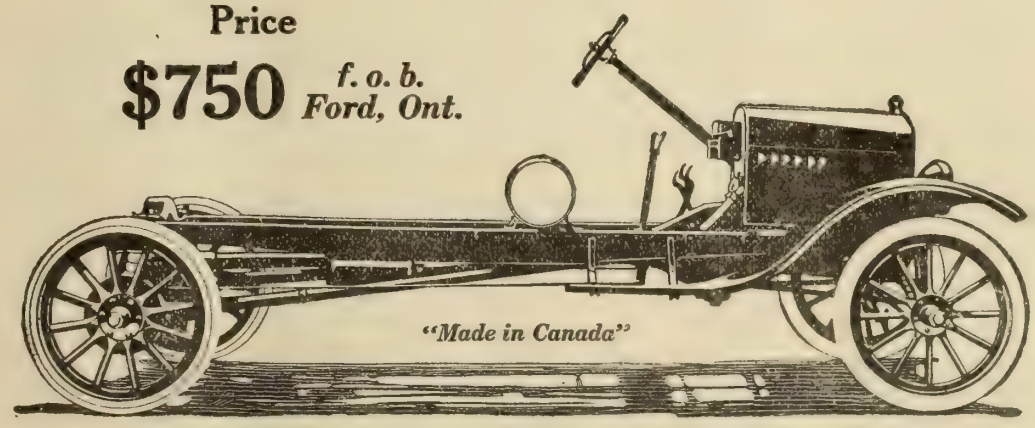
The Ford truck is supplied as a chassis only. This allows the purchaser to equip his car with any style of commercial body to suit the individual requirements of his business. It is an easy matter to get this equipment, for many of the leading body builders of Canada already have developed standard bodies of the various styles, made specially to fit the Ford truck.

Ford service has contributed in no small way to the reputation of the Ford car for day-in-and-day-out dependability. This same universally satisfactory service is available to owners of Ford trucks—an important thing to consider.

Realizing that a Ford model of the popular one-ton capacity would find immediate favor, this new truck is announced. Don't fail to see it on exhibit at the Ford service station in your town.

Price

$750 *f. o. b. Ford, Ont.*



See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario



ROSE'S LIME JUICE

The ideal Non-Alcoholic Summer Drink

Fifty years ago Rose's Lime Juice was the leading temperance beverage. To-day its popularity is stronger than ever.

With the demand for real temperance drinks growing bigger no good grocer should neglect to push such a saleable line.

Also show

HOLBROOK'S Imported WORCESTERSHIRE SAUCE

A particularly delicious, sure-to-please seller which we are still supplying at **pre-war prices.**

We carry a big stock of Imported English Malt Vinegar, in glass; Sardines, French Olive Oil, Custard Powders, all flavors; Health Salts, Ground Rice, Rice Flour and Potato Flour.

Holbrooks, Ltd.
Toronto and Vancouver

FISH

Lake Superior Herring in kegs half-kegs and pails.

APPLES

Nova Scotia stock and Georgian Bay brand, Ontario stock.

Write us to-day

Lemon Bros.
OWEN SOUND, ONT.

X-X-X
PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co.
(Chemical Department) **Limited**
SMITH'S FALLS, ONTARIO

Big Battle's Effect On Buyers

So far the only effect upon business due to the big battle on the Western Front, has been sentimental, says THE FINANCIAL POST this week. A further effect may be looked for in renewed munitions activity in Canada, due to the need for shells. This might mean more war prosperity with increased buying power, but THE FINANCIAL POST warns that increased national financing may also be necessary, and this may affect buying power of the people.

Embargoes on Luxuries

Ottawa is at present actively concerned over the importation of luxuries from the States, and restrictions are being contemplated to correct Canada's adverse trade balance. The headlines, "Government is Ready for a Tariff War," which appear prominently on page 1 of THE FINANCIAL POST this week, tell their own story. Here are some other important subjects which are dealt with in the current issue of THE POST, and upon which in your own best business interests you would do well to keep fully informed:

Plate Mill Will be Big Asset to Dominion Steel
The West Will Sow 15 Million Acres of Wheat
Sir William Mackenzie Replies to Charge That He "Got from Under" Toronto Rails
Hog Expert Says Packers Should be Encouraged
New Lease of Life for Acadia Sugar
Steel Co.'s Profit Shows 20% Increase
Gen. Electric's Position Still Stronger
Fewer Failures in Canada as Result of War
Relations of Banks and the Government
Cutting Out Cheque Issue on Savings
A Guard Against Failures of Loan Companies

These are just a few of the outstandingly important business matters of the week dealt with concisely in THE FINANCIAL POST of March 30th. With the other business news contents of THE POST these matters are handled in manner to make it easy for the busiest man to get a complete grasp of them in breadth and in detail. Full information on important matters as they affect Canadian business is absolutely essential to success in these times, and THE FINANCIAL POST keeps you fully informed on every important business development of the week.

A POST Subscription Pays

To succeed in your business, and to lead in your community or business circle, you must read, not as a book-worm, but as a business man. THE FINANCIAL POST furnishes the brain-food of the business man—the facts from shrewd knowledge of which he forms his money-making decisions. As an investment it will pay you to send for a POST annual subscription. Send to-day, using this coupon.

- - - - - - - - - - - - - - -

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price ($3.00 per year) on receipt of bill, or you may draw on me for this.

Name .....

Address .....

C.G. 4.4

H. G. WELLS

says in APRIL MACLEAN'S that peace is not going to be made in the old way—not by great moustached heroes, frowning and drawing lines with black soldierly thumb-nails across maps—not by bargaining and bullying and table-banging. All the essential terms he declares will be stated and accepted in the sight of all mankind before even an armistice occurs. A BIG ARTICLE—A GRIPPING ARTICLE, by the greatest of present-day writers, entitled:

"The League of Free Nations"

OTHER FEATURES OF THIS NUMBER ARE

John Bayne Maclean, in one of his sensational articles on the War, "Suppressing the Truth."

Robert W. Service, in a strong War poem, "The Blood-Red Fourragere."

Agnes C. Laut, in "Labor Will Unmask the Kaiser."

BRIGHT AND GRIPPING STORIES BY

ARTHUR STRINGER
ALAN SULLIVAN
E. PHILLIPS OPPENHEIM
A. C. ALLENSON

APRIL
MACLEAN'S

"THE MOST TALKED-OF PUBLICATION IN CANADA"

20 Cents At All News Stands

CELERY TOMATOES
CABBAGE PINEAPPLES
STRAWBERRIES

Now arriving in Car Lots. Stock is good and prices are reasonable.

Just a word about Tomatoes. We are handling the well known Peter's Pack. None better, nor any just as good. If interested in any of the above lines it will pay you to get in touch with us.

McBRIDE BROS. - TORONTO, ONT.



An increasing call

for Marsh's Grape Juice bears evidence to the fact that this Pure Concord Product merits the public's favor.

You should keep your stock displayed and get your share of the demand.

The Marsh Grape Juice Company
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario

Rose & Laflamme, Ltd.
Montreal, Que.

WETHEY'S MINCE MEATS

WHETHER IN

Bulk or Cartons

ARE THE

Best Values on the Market

Order from your jobber

Strawberries

Tomatoes

Now arriving from the South in car lots

Cabbage - Celery - Cauliflower

WHITE & COMPANY, LIMITED
Toronto

Fresh Arrivals this Week

Finest Florida Cabbage
Fancy California
Celery and Cauliflower

Fresh Car
Extra Fancy Florida Grapefruit

Oranges
Finest Florida Valencias and
Pineapple Oranges
No Navels Obtainable

Apples
Finest Western Box Apples also
Fresh Car Nova Scotia Baldwins
in Barrels

DUNCANS LIMITED
North Bay Sudbury Cobalt Timmins

STRAWBERRIES

arriving DAILY from Louisiana
FINE QUALITY.

FLORIDA TOMATOES

Commencing to arrive more freely.

CALIFORNIA CELERY

FRESH CAR
Just received. Extra fine quality.

HUGH WALKER & SON
GUELPH, ONTARIO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

OFFICES IN CANADA:

Calgary, Alta. Edmonton, Alta. Halifax, N.S. London, Ont. Ottawa, Ont. St. John, N.B. Vancouver, B.C. Victoria, B.C. Hamilton, Ont. Montreal, Que. Quebec, Que. Toronto, Ont. Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

We manufacture the highest grade

CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE BUSINESS — WESTERN Ontario village; $7,000 stock in best condition, 95c; brick store. Have been in business here for 25 years. Steady, comfortable living. Apply Box 284, Canadian Grocer.

GENERAL STORE BUSINESS IN ALGOMA District, on shore of North Channel; 27 years' standing. Good, clean, up-to-date stock of about $8,000. Good country trade. Owners have other interests. Apply Box 291, Canadian Grocer.

AGENTS WANTED

TRAVELLERS — GOOD SIDE LINE, SOLICIT from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

SITUATIONS WANTED

A RETURNED SOLDIER, THOROUGHLY EXperienced retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

HAVE YOU KNOWLEDGE ALONG SOME special lines useful in the grocery business, such as Window Display, Card-Writing, Tea Blending, etc.? Men who are experts in any line are always in demand. Use Want Ad. page of The Canadian Grocer, with its Dominion-wide distribution, as the medium through which you offer your services. Try a condensed ad. Rates, payable in advance, are 2 cents per word first insertion, and 1 cent each additional, with charge of 5 cents extra per insertion for Box Number

YOU MAY BE ENLARGING YOUR STORE and probably have some fixture which will be of no further use to you, but could be used by someone else. Do not let the value of them be lost to you. Describe the article you have for sale as condensed ad. in Canadian Grocer. Rates, payable in advance, 2 cents per word first insertion and 1 cent per word for each subsequent insertion with 5 cents per insertion extra for box number.

Kindly mention this paper when writing advertiser

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

***HO-MAYDE* BREAD IMPROVER**

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

VOLPEEK

MENDS HOLES in POTS & PANS

Your customers can mend holes in Graniteware, Tin, Aluminum, Iron, etc., at a cost of ½ cent a mend and without the aid of any tools whatever.

VOLPEEK makes this possible. Show it to your trade. Put up in attractive display stands. At your wholesaler's, or direct from

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

KING GEORGE'S NAVY

CHEWING TOBACCO

Is advertised in every community

Well-placed consumer advertising is making the demand for King George's Navy bigger and stronger.

Grocers would do well to include this seller in their tobacco stocks. No good grocer should be without a supply of King George's Navy — the chewing tobacco that sells so quickly and repeats so regularly.

Wholesalers handle it.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper

Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg



Store of

J. A. ST. ONGE

Natagan River

In the Abitibi District, 408 miles northwest of Quebec. Temperature of 42 below zero.



Some of the

CUSTOMERS

Note a complete family of Indians. Photo taken in early January, when the Indian trappers emerge from the wilds to trade their skins and purchase supplies.

THE popularity of FIVE ROSES flour is truly democratic, for it knows no class distinction. Out on the outer fringes of civilization many hardy users of FIVE ROSES flour identify the brand they seek merely by the "rat" on the package. In crowded cities or cultivated areas, in dense bush or open spaces, wherever you see the brand "FIVE ROSES," you are assured of the best available flour under all conditions.

Lake of the Woods Milling Co., Ltd.

CANADA

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, APRIL 12th, 1918 No. 15



There are quick and good returns in selling

STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

IT will pay you to recommend it to your customers.

Chew it yourself and note its delicate taste—its sweet and mellow fragrance and you will not wonder at its popularity.

HANDLED BY ALL THE WHOLESALE TRADE.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circu lations. Copy of report will be sent on request to anyone interested.

ARE YOU PREPARED FOR HOUSECLEANING?

Every Housewife needs an O-Cedar Polish Mop and O-Cedar Polish for her Spring cleaning.

O-Cedar Polish Mop eliminates all stooping and bending. Revives the lustre of varnished, painted or enamelled surfaces. Brightens the patterns of linoleums and oilcloth. The surface can be washed and re-treated with O-Cedar Polish.

The O-Cedar Dusting Mop is excellent for dusting wall paper, tapestries, waxed floors and other places where the O-Cedar Polish Mop is not practical.

O-Cedar Polish cleans, polishes and preserves—all in one operation. Used the O-Cedar way, with water, it is most economical. No hard rubbing required to produce a high, hard, dry, clean surface, gleaming like glass. You can use and recommend O-Cedar Polish on the finest automobile, piano and furniture.

Now is the time to put in a window display of O-Cedar Products. We can supply you with signs, and cut-outs. Get the benefit of the great Spring O-Cedar Demand.

Ask your jobber for prices and special assortment of O-Cedar Products.







Channell Chemical Company, Limited

369 Sorauren Avenue

TORONTO - ONT.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



Hand her Borden's with your strongest recommendation.

The more particular she is the more pleased she will be with the delicious goodness of the

Borden Milk Products

For Borden's are quality through and through. Nothing is left to chance in their manufacture. Selected milk processed and perfected by the most approved scientific methods make Borden Milk Products the standard of goodness. Is your stock well displayed?

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Building
Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

Mr. Grocer,

Are you giving your customer full value when she buys a jar of jam or jelly, marmalade or pickles, or do you give her a jar with a loose top and spoiled contents?

By insisting that all your glass containers be sealed with Anchor Caps, you will be adding to your own reputation by giving your customer perfect satisfaction.

Food products properly packed in a glass jar that is sealed with an air-tight Anchor Cap will retain their full flavor indefinitely and it is not necessary to make a special price in order to clear out your stock.

The attractive appearance of the package will immediately appeal to your customer and it is up to you to give her what you know to be best.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

COW BRAND BAKING SODA

You can't stock another line of Baking Soda so likely to please particular people.



Church and Dwight

LIMITED

Manufacturers

MONTREAL



Putting this case on your counter, will put money in your cash register

Our advertising is creating an ever-increasing demand for this new and improved tablet form of the old, reliable herb remedy. Live dealers are taking advantage of the growing popularity of

COBBAN'S HERB TABLETS

Packed one dozen cartons to the box. Each carton contains fifty tablets and retails at 25 cents. This remedy is guaranteed. It pleases folks and brings them back to your store for more. You make a liberal profit on each sale. Write for particulars of our dealer proposition now, and secure the business that is going.

MUNCEY SUPPLY COMPANY

Muncey - Ont.

Maclure & Langley, Toronto,
Distributors for Ontario.

Watson & Truesdale, 120 Lombard Street, Winnipeg,
Distributors for Canadian North-West.

Robert Gillespie Co., Vancouver,
Distributors for British Columbia and Alberta.

If any advertisement interests you, tear it out now and place with letters to be answered.

Maple Syrup

"Canada's Best" Brand is a maple syrup unsurpassed in flavor and taste, made from first run Maple Syrup.

Maple Sugar Twin Block

Maple Butter --- a creamy maple composition

Maple Chocolate Creams

Our Maple products are unequalled in quality and price

CANADA MAPLE EXCHANGE, LTD.

MONTREAL



Point With Pride To Your Oil Room

you like to enter and have your customers observe.

With the Bowser, the oil room is no longer a place to be avoided; oil sales increase and the wants of your customers are attended to quickly and accurately.

The Bowser keeps oil in perfect condition; discharges an accurate gallon, half-gallon or quart at a stroke, direct to customer's can; no spilling, dripping, splashing or waste. Is built for any capacity.

BOWSER ESTABLISHED 1885

Oil Storage Systems

Contrast the shabby, ill-smelling oil room with the room equipped with the Bowser Oil Storage System, where all is cleanliness and order; a place

S. F. Bowser & Co., Inc. TORONTO ONTARIO

Sales Offices in All Centres Representatives Everywhere

There is a Big Demand For Separated Milk

SELL KLIM IN POWDER FORM

Pasteurized Separated Milk in Powder Form

AND GET THE MILKMAN'S PROFITS

Klim is packed in handy one-pound tins and in the economical 10-pound tins. A pound makes four quarts of separated milk. Every woman who has once used Klim recognizes its convenience and economy as compared with liquid milk.

Our advertising has created the demand. You can make an ever-increasing number of sales and reap the profits now going to the dairies by selling Klim. Order a case of 1 pound (24 tins) and a case of 10-pound tins (6 tins), and note how quickly they will sell.

Order from Wholesale Grocers.

Canadian Milk Products, Limited

10-12 St. Patrick St., Toronto
10 Ste. Sophie Lane, Montreal, P.Q.

Also stocked by
W. H. Escott Co., Ltd., Winnipeg, and Kirkland & Rose, Vancouver



Made in Canada

Conservation of Food



Made in Canada

DOMESTIC ECONOMY is impossible without FRUIT JARS.

This is fully recognised by all Authorities interested in FOOD CONSERVATION and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal. RETAILERS should be ready to do their part by having JARS on hand when required.

REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your Wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.





Adv. of Dominion Glass Company, Limited

OCEAN BLUE

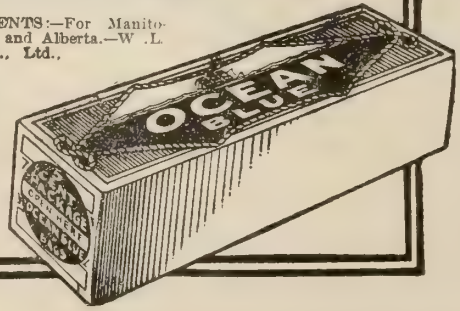
gives the right kind of "service."

It pleases buyer and seller alike.

Order from your Wholesaler.

HARGREAVES BROS. & CO.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg. Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.

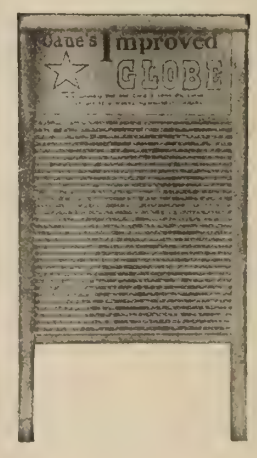


Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S
PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S
PORK AND BEANS

Beefsteak and Onions	Soups (Full Assortment)
Cambridge Sausage	Potted Meats
Corned Beef	Sliced Smoked Beef
Roast Beef	Spaghetti with Tomato
English Brawn	Sauce and Cheese
Loaf Meats	Tongue, Ham and Veal
Corned Beef Hash	Fluid Beef Cordial
Minced Collops	Peanut Butter

Etc., Etc., Etc.,

Good Business is always the result of Quality

W. CLARK LTD. Clark's **MONTREAL**

If interested, tear out this page and keep with letters to be answered.

S. DAVIS & SONS, LTD.

CIGAR MAKERS
MONTREAL

You will do well to stock the following brands, as they are recognized as the standard of perfection among discriminating Cigar Smokers:—

Davis Boite Nature Naturals	**2 for 25c, equal to most 20c cigars.**
" New Noblemen Superiores	**2 for 25c, equal to most 20c cigars.**
" La Plaza	**2 for 25c, equal to most 20c cigars.**
" Promoter Blunts	**3 for 25c, equal to most 15c cigars.**
" Perfection	**3 for 25c, equal to most 15c cigars.**
" Grant Master Blunts	**4 for 25c, equal to most 2 for 25c cigars.**
" Lord Tennyson	**5 cent, equal to most 10c cigars.**

All Davis' Cigars are guaranteed to be hand-made, and to contain nothing but the highest grade Havana Fillers.

S. DAVIS & SONS, LIMITED - MONTREAL

The Largest Cigar Manufacturers in Canada



NEEDED IN THE STABLE

The man in the stable wants brushes that will hold the bristles, brushes that will fetch out the dirt.

"KEYSTONE" BRUSHES

are the ones you can conscientiously recommend. Your customers will come back for more of the same kind. Every brush that is needed in the stable will be found in our line.

Write for prices, etc.

STEVENS-HEPNER CO., Limited

Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

Century Salt

is pure, and pure salt is the housewive's favorite

Dealers handling Century Salt get real salt sales and decent profits because its quality keeps repeats constantly flowing in.

Every good grocer should handle Century and recommend it to his customers. Get our quotations on assorted carloads.

THE DOMINION SALT Co. Limited

SARNIA - ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

A Real Egg Powder

Packed one dozen in attractive Display Cartons.

A Profitable and Quick Seller, Reflecting Satisfaction on those who handle it.



Pure, Wholesome, Nutritious.

Gives the Consumer the equivalent of eggs at 12½c. per doz. with the full food value of eggs.

It Does the Work

Most Wholesalers Stock It

SELLING AGENTS:

ROSE & LAFLAMME, LIMITED

MONTREAL - TORONTO

Give your customers the Babbitt habit



You'll find it easy enough. Just get her acquainted with the full weight and the unequalled value of this line—a big-sized can of the finest cleanser on the market for 5c. Babbitt's is a good line to keep in front. It is always an active seller.

Premiums for trade-marks

WM. H. DUNN, Limited, Montreal

Sales Representatives for Canada.

DUNN-HORTOP, Limited, Toronto

Special Agents.

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company

MONTREAL, CAN.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

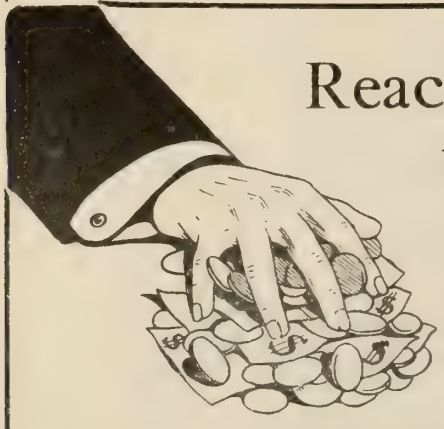
STORA GE DISTRIBUTING FORWARDING

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO
Grocery Brokers
Manufacturers' Agents **WINNIPEG.**

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS



Reach out for the money in the Western Field!

We can put it within your reach because we have all the facilities necessary to the successful marketing of your goods to the wholesale and retail trade of Western Canada.
Twelve of our men are continually calling on the wholesale and retail trade—nine of them doing retail work.
We'll give you the service you're looking for and the results that count. Write us.

SCOTT-BATHGATE COMPANY, LIMITED
Wholesale Grocer Brokers and Manufacturers Agents
149 Notre Dame Avenue East - Winnipeg

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

WHOLESALE GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.
Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Finest Sept. Paraffined Cheese on Spot
W. H. Millman & Sons
Grocery Brokers
TORONTO

WHEN WRITING TO ADVERTISERS KINDLY MENTION THIS PAPER

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

ENGLAND

R. D. STOREY & CO.
Manufacturers' Agents and Importers
4 Brunner Road, Ealing, W. London, England
We can make a big success of your agency, now or after the war. Write us. Good bank reference.

Coffee, Its History, Classification and Description
By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.
MacLean Publishing Co.
Technical Book Department.
143-153 University Avenue, Toronto.

TO
Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

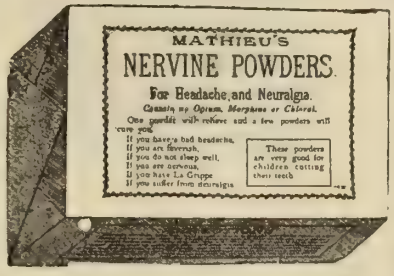
Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

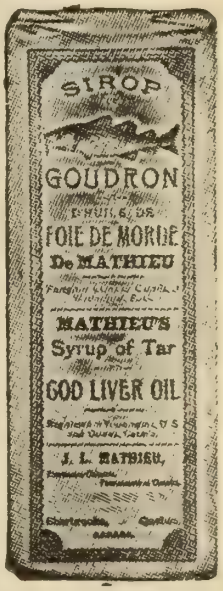
Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.





Mathieu's Easy Sellers

The good results that these two Mathieu lines always produce have made them strong sellers in every community.

Every good grocer should make a point of always pushing Mathieu's

NERVINE POWDERS
and
SYRUP OF TAR

A good margin for you on every sale.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

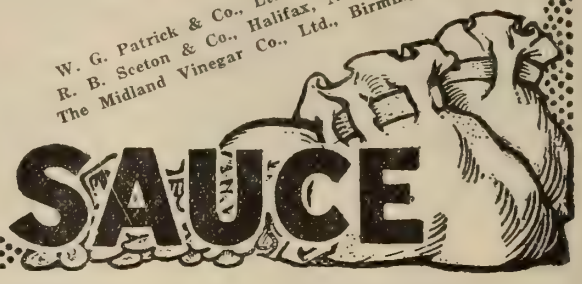
If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H. P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Sceton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

H.P. SAUCE



Get stocked now with

MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

John MacKay Co., Limited
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

Are you pushing the big repeater

CHILI CON CARNE

A combination of the very highest quality ingredients made up from a rare receipt used by prominent chefs in the Castilian Cafes of Latin America — that's Chili Con Carne.

Once your customers try it your stock will quickly diminish. For it is a certain repeater. And every sale makes a near profit for you.

E. W. Jeffress, Limited
WALKERVILLE, ONT.

Furnivall's FINE FRUIT PURE JAM

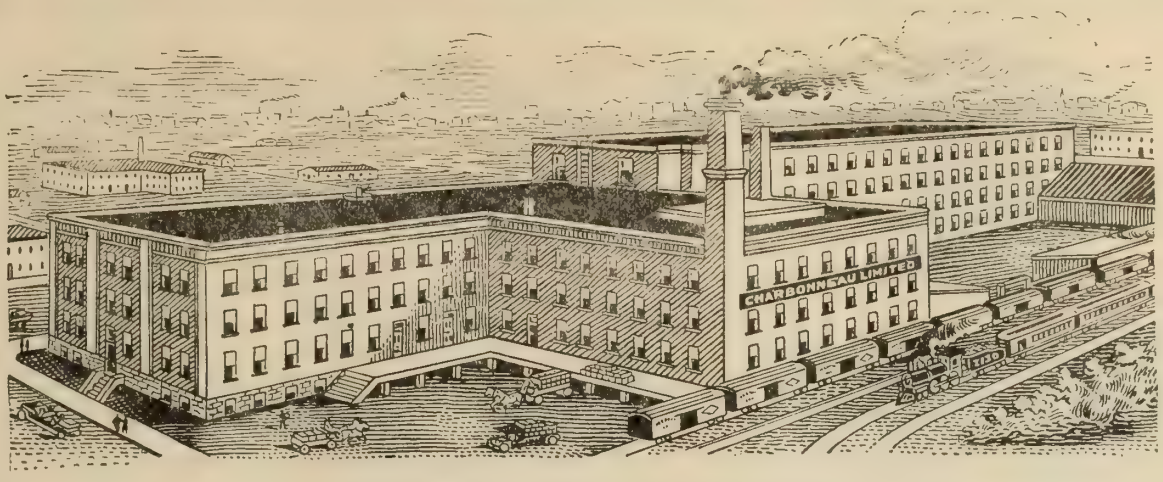
AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

A STOCK of Furnivall's will put your jam sales on a higher profit-making basis. Your customers will buy Furnivall's regularly once they come to know what real quality it represents.

And the margin on Furnivall's is worth while.

FURNIVALL NEW, LIMITED
Hamilton - Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



The Home of Charbonneau's Quality Products

You should sell **TWIN BLOCK CREAM SUGAR**

made by Charbonneau Limited.
It is a line to recommend. It's quality will win you steady repeat sales and good profits. From your distributor or write direct to—

CHARBONNEAU, LIMITED

MANUFACTURERS OF BISCUITS AND CONFECTIONERY, SYRUP REFINERS
MONTREAL

Distributors: Robt. Gillespie Co., Winnipeg and Vancouver. C. Morris & Co., C.P.R. Building, Toronto. Boivin & Grenier, Quebec City.



Still Holds First Place

Friends won for Purity Flour through its excellent qualities as the foundation for delicious bread, cakes and pastry, may rest assured that the same perfect milling, the same careful wheat selection that placed Purity Flour at the top among all high patent flours, will still prevail in the manufacture of

PURITY FLOUR

(GOVERNMENT STANDARD)

and as Purity Flour was better than other high patent flours, so will Purity Flour (Government Standard) be better than other flours milled under the new regulations.

IMPORTANT: The recipes contained in the Purity Flour Cook Book are recommended for the successful use of the new Purity Flour (Government Standard).

Western Canada Flour Mills Company, Limited

Head Office: Toronto

Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.



Made-in-Canada by the All-Canadian Condensed Milk Company.

Not excelled anywhere

On the question of deliciousness and satisfaction-giving you will find it hard to equal Malcolm Milk Products and impossible to excel them. It is this delicious purity that has made the Malcolm lines such splendid quick sellers and such certain customer pleasers.

Dealers handling Malcolm's know what quick movers they are and the value of the repeats they produce.

Have you yet to realize what Malcolm popularity means? If so, write us to-day.

5-case lots delivered to any point in Ontario, Quebec or the Maritimes. Freight paid up up to 50c per 100 lbs.

THE MALCOLM CONDENSING CO., LIMITED

The All-Canadian Condensed Milk Company

ST. GEORGE, ONT.

The First Trial Means a Constant User

All the unpleasant features of cleaning toilet bowls are eliminated by

Sani-Flush



A small amount of this chemical powder shaken into the bowl and left standing long enough to dissolve the incrustation, produces a clean, sanitary, odorless condition.

All you need do is to sell the first tin to a customer. After that **Sani-Flush** sells itself.

HAROLD F. RITCHIE & CO., LTD.

10-12 McCaul Street - Toronto, Ontario

Write for Prices

CANNED APPLES

D.A.H. BRAND

2000 Cases Gallons. 500 Cases No. 3's

STANDARD QUALITY

State the quantity you require and the name of your Wholesale Grocer

Hyslop & Sons, Greensville, Ont.

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

Bristol, Somerville & Co.,

[Formerly Geo. E. Bristol & Co.] Hamilton

Specials in Raisins, including No. 16 Seeded.

Ask our Travellers

Bristol, Somerville & Co.

Whittemore's Shoe Polishes

.. Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.





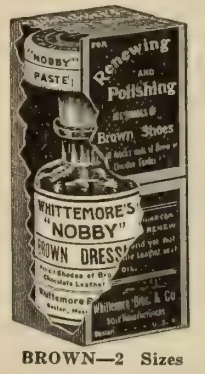
And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of PEERLESS OXBLOOD PASTE.



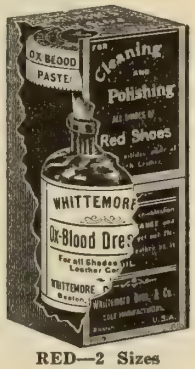
RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.

A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

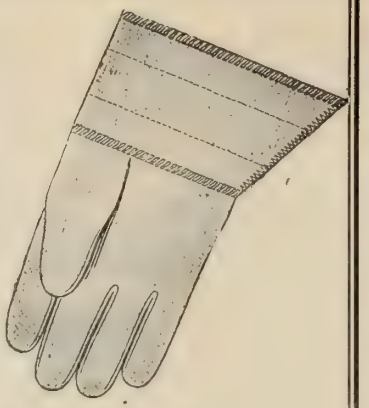
Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company

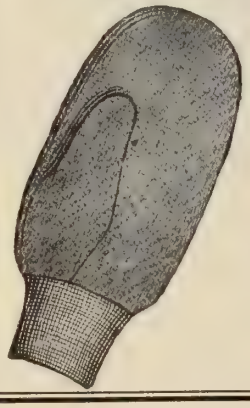
143-153 University Ave. - Toronto

Every Man In Your Town

is a good prospect when you display the comfortable, carefully made TAPATCO Glove line.



TAPATCO
REGISTERED TRADE MARK BRAND



Ask Your Jobber

TAPATCO Gloves are made in many styles and weights to meet the requirements of the many. See how well they'll sell in your store.

The American Pad and Textile Company
Chatham, Ontario

Your Country Needs It



Manufactured and Guaranteed by

Litster Pure Food Co., Limited
TORONTO

A Year-round favorite

People use Marsh's Grape Juice throughout the entire year. Its delightful flavor and real food value always please. Have you Marsh's in stock?



The Marsh Grape Juice Company
Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.
Ontario Agents

Rose & Laflamme, Ltd.
Montreal, Que.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

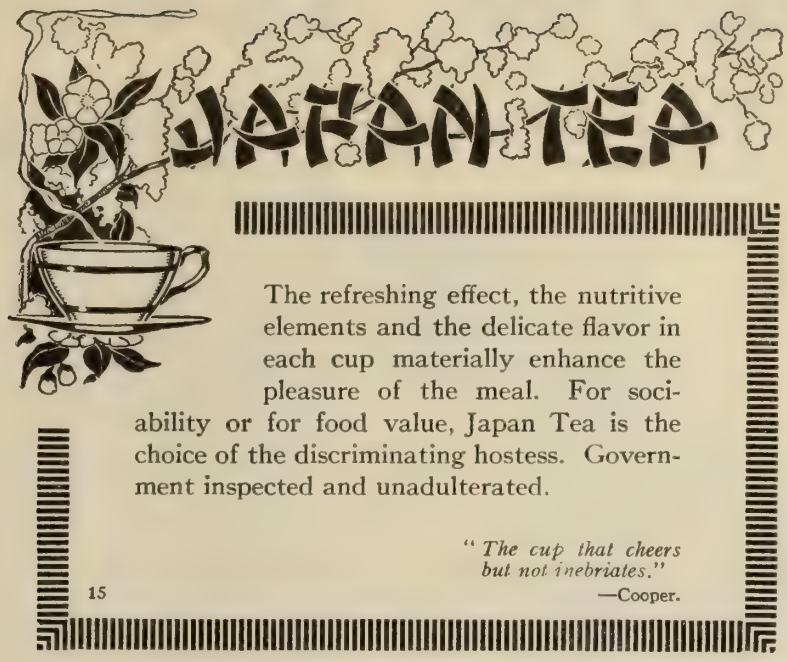
GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



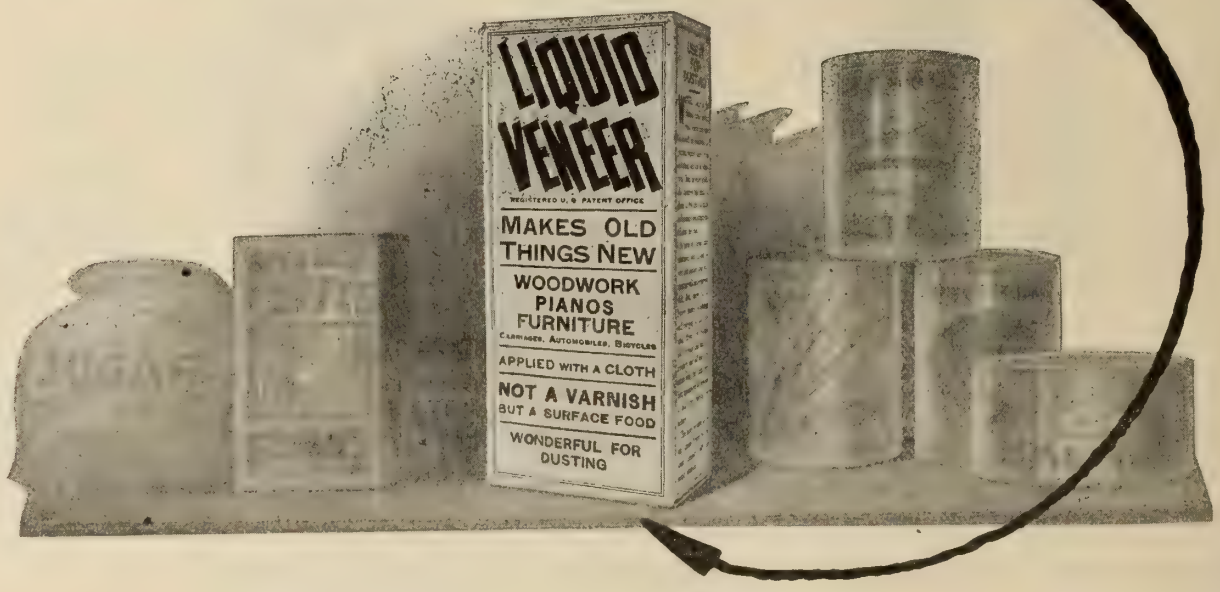
One of our consumer ads

The tempting appeal in every cup of this delightful beverage has won the lasting approval of tea-drinking Canada. Our progressive consumer publicity in leading Canadian newspapers is bringing bigger business to dealers showing Japan Tea in their displays.

Every sale of Japan Tea means repeat orders. Get your stock displayed.

LIQUID VENEER

TO THE RESCUE



Pays You a Steady 71% Profit

On Your Investment

Thousands of grocers are turning to this well-known, heavily advertised household specialty to offset diminisning profits on other lines. LIQUID VENEER is a ready seller and a good repeater.

Give LIQUID VENEER a prominent place in YOUR store this Spring. Stock one of our Dandy Deals paying you over 71% *Profit* on your investment. We furnish *free,* beautiful and costly display material.

Every customer is a prospective user of LIQUID VENEER. Remember LIQUID VENEER retails for the same old prices, 25c, 50c and $1.00. And it is the same old price to you, with ADDITIONAL FREE GOODS.

Call up your jobber or write us. NOW is the time to get behind LIQUID VENEER!

Buffalo Specialty Company

Buffalo, N.Y., U.S.A. **Bridgeburg, Ont., Canada**

If any advertisement interests you, tear it out now and place with letters to be answered.

MAINTAINING A STANDARD

The Red Rose Tea standard has always been a very high one. Quality has been the first consideration from the time our first package was put on the market 22 years ago.



To-day, with the market so very high and unsettled, we are, if anything, even more careful in maintaining the high standard of Red Rose Tea.

The retail trade can sell Red Rose Tea with every confidence, as we guarantee that this quality will be as strictly maintained as it has been in the past.

T. H. Estabrooks Co., Limited

St. John **TORONTO** **Winnipeg**

$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay $1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

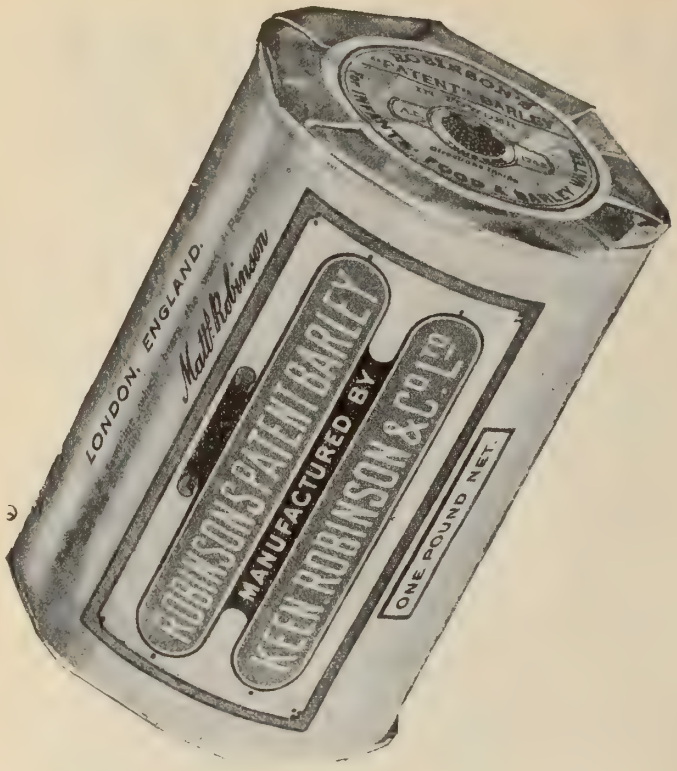
Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.
153 UNIVERSITY AVENUE, TORONTO



Displays of
ROBINSON'S
"PATENT" BARLEY
and
ROBINSON'S
"PATENT" GROATS
are always resultful

The Infants' and Invalids' foods par excellence continue to hold their own among the Household requirements of the day.

Your customers will return regularly for the "Robinson" Brand when they know you stock it.

Magor Son & Co., Limited.

Toronto Offices: 30 Church Street
161 St. Paul St. W., Montreal.

METALS · CHEMICALS · GLASS
B&SH Established 1790

We can quote favorably and make immediate shipment of:

Cream of Tartar
Cream of Tartar Substitute
Glycerine
Blue Vitriol
Borax
Citric Acid
Tartaric Acid

Please submit enquiries.

B.&S.H.THOMPSON
& COMPANY LIMITED
MONTREAL

Branches: TORONTO WINNIPEG NEW GLASGOW, N.S.
Canadian Sales Agents: United States Steel Products Company
Exporters for American Sheet & Tin Plate Company

CANADIAN GROCER

Vol. XXXII. TORONTO, APRIL 12, 1918 No. 15

Potatoes Due for Another Decline

"Canadian Grocer's" Forecasts of Lower Prices of Some Months Ago Amply Justified—Still Further Declines Expected—Supplies in Sight More Than Ample to Meet Requirements—Will Probably Reach Dollar or Lower.

SOME months ago, with potatoes ruling between $2.50 and $3.00 a bag, CANADIAN GROCER made the emphatic statement that potatoes would be materially cheaper in the early Spring. They are selling at the present time at $1.75 and with the market at the present overstocked the end of the price decline is not yet. The contention that lower prices were to be expected came at a time when there was a very scant offering in potatoes, owing to the severe weather, and when there was inclined to be a panicky feeling in the matter, and a tendency for merchants to stock more heavily than they required.

At present there is a light demand and consequently lower prices, and as yet the bulk of the movement has not been felt. There are still large supplies of potatoes not yet out of the pits in Ontario. Just how extensive this supply may be no one is in a position to know at the moment, but it is a large item and the goods are of very good quality.

Heavy Supplies in Sight

There is also a very heavy supply yet



There is no time better than the present for displaying canned goods. Consider the attractive display of the Hudson Bay Co., Winnipeg.

available from New Brunswick. Unfortunately the New Brunswick crop this year ran to small size, and only a very few packers have graded their goods, and this fact has somewhat militated against their sale. However, the New Brunswick Delaware is well known for its fine qualities, and even if a little small, is still a very satisfactory article.

There is some report from that section of frosting in the pits. In some sections the loss from this source is said to be very heavy, running to the bulk of the production of some farms. It is not believed, however, that this will be a very large factor. In addition to this there is the Prince Edward Island crop that approximates 2,000,000 bushels. Some effort was made to move this during the winter under Government auspices, but even this favorable patronage did not achieve all that was expected and the cars arrived in a badly frozen condition. Since then there has been practically no movement and this crop has practically all to come on the market within the next month or so. They have already been offered in a jobbing way at $1.55, but the Prince Edward Island Bluenose Potato is not in great favor in this section, but the white potato is of a very good quality.

There are still considerable supplies sprinkled through the West. Certainly enough to look after that market, and there is an overplus in the State of Michigan that has resulted in Michigan stock being offered in this market. That is the present condition.

Probably Less Than Dollar a Bag

New potatoes are not very far away. Floridas will be arriving within the month, and though these are small and high priced they will yet have their effect. In June the immense Virginia crop will be moving.

There is the potato situation. It would appear that CANADIAN GROCER'S early forecast of the situation was more than justified. If all the available stocks come on the market prices will be much lower, and that before very long. It is more than probable that there will be plenty of potatoes at $1 or lower before many weeks.

With these conditions becoming apparent there is being heard the usual grumble from the farmer that he will feed his potatoes to the hogs rather than sell them for a dollar. Of course if he did that, if he were permitted to do that, it might have an effect on the situation. But the farmer rarely makes good his boast in these directions, and if he did the Government could scarcely stand idly by and watch him do it. Unquestionably the days of cheap potatoes are coming.

DEROCHE, B.C., STORE CHANGES HANDS

The general store of Deroche, B.C., formerly operated by C. J. Cooper, has again changed hands. Mr. Cooper enlisted with the first contingent and leased the business to Wm. Murray. There have been several changes since then. The business has now been leased to C. F. Chamberlayne, of the Campers' Store, White Rock, B.C.

Rice Situation Complicated by Freight and Embargo Conditions

Arrivals Very Light, and Available Stocks Not Limitless—Possibility of Increased Price

HANDLERS of rice are facing an anxious time at the present moment. The hint of an embargo on rice to be imposed by the Japanese Government is still in the air, but most handlers are of the opinion that even if such action were taken it would not be on account of any actual scarcity, but owing to the fact that Japan has been handling the shipping of this crop both for her own country and for China, and at the present moment she requires her ships for other purposes.

The American embargo on southern rice has prevented relief being obtainable from that source.

Importers in some sections have withdrawn all prices, and are refusing to take orders. Present stocks are fair, but with practically no receipts these will be rapidly depleted. There is then the possibility of advancing figures. It is stated in the trade that Siam rice if bought to-day would entail an extra cost of 10 per cent., or in other words it would be in line with the present retail price.

R. B. Ross, manager of the Mount Royal Milling and Manufacturing Co., Montreal, in speaking of the situation to CANADIAN GROCER, stated:

"There are two heads to the rice situation," said Mr. Ross. "The first one is that of advancing freights and the scarcity of transport. The costs now for getting this article from producing points to market are excessive, and it is very difficult to get ships at all."

Then there is the matter of the advancing value of silver. The Mexican dollar is the usual medium of exchange and the normal value of this about 45c, based on the Canadian dollar. Now its value has risen to around 75c. This means an advance at the producing points of about 65 to 70 per cent.

"There are other factors, such as the shortage of labor in the rice countries, and the increasing demand for rice in many countries. This has been brought about by the decreased quantities available, of wheat and other cereals and the abnormal call thus created for rice has served to make the prices stiffen.

Mr. Ross stated that he did not think there would be a rice shortage. The production will be up to normal, at least, and it is expected that there will be ample to meet the needs.

Restrictions on Broom Corn a Serious Item

The Restrictions Imposed by the U. S. Food Administration on the Quantities of Broom Corn That May be Planted, Produces a Very Serious Situation—Broom Prices Almost Prohibitive

THE broom situation is one that is becoming of great moment to the trade. The rapidly mounting cost of brooms is putting them almost out of the reach of the housekeeper in moderate circumstances. There seems to be no help for the situation, which is the result of consecutive years of poor crop aggravated by the enormously increasing costs of all material and labor markets. Last year there was the promise of a great crop, but unfortunately the promise was not fulfilled. The crop was scant and the quality poor, and any good stock available brought enormously inflated prices. The result of course is that the market is at present absolutely bare. On the head of this situation comes the instructions of the American Food Administration putting a limit on the amount of broom corn that may be planted.

In Illinois where a large proportion of broom corn is raised, farmers have been instructed by the food administration that they may not plant more than ten acres of each one hundred and sixty acres in broom corn this season. It is pointed out by broom men that if a similar order were to be issued in Kansas and Oklahoma the heavy shortage of broom corn resulting would enhance values to a point far beyond the reach of the average housewife. A recent convention of broom manufacturers in Chicago received reports which presented a gloomy outlook not only for the broommaker but for the purchaser. Consideration of the situation in the broom trade is the object of a meeting to be held the latter part of this month or in May by the Central States Broom Manufacturers' Association.

VILLAGE OF ETHELBERT, MAN., WIPED OUT

A fire which occurred Saturday at the village of Ethelbert, Manitoba, swept the business street from end to end, and, owing to the fact that there is no fire fighting apparatus, the destruction was complete. Among the firms suffering were the general stores of J. M. Brachman and Son, Kalinchuk and Farina, G. Marantz, and the Ruthenian Trading Company.

Stringent Regulations Regarding Baking Powder

Must Carry Names of Contained Commodities on the Label—And Must Conform to a Recognized Standard.

THERE has been a good deal of attention called to baking powders of late by the investigations of the Department of Inland Revenue regarding the product, and a definite attempt is being made to establish a standard for baking powders, that will enable the public to know exactly what they are buying, and will ensure the prevention of any methods of adulteration.

Under the latest ruling, the name of every material used in the manufacture of baking powder must appear on the label of the tin. This is a distinctly radical change and will undoubtedly involve a good deal of dissatisfaction as there are many manufacturers supplied with large quantities of costly labels that under this new regulation will be valueless.

The actual wording of the memorandum sent out, calling attention to these changes, is as follows:

Baking Powders

1. Baking powder is essentially a mixture of bicarbonate of soda with an acid, either free, or in combination as an acid salt, together with starch or other neutral material; and is intended to be used as a leavener in baking; the leavening agent being the carbonic acid gas liberated by interaction of the acid component with the bicarbonate of soda under the conditions of baking.

2. The acid materials employed in the manufacture of baking powders shall be, in themselves harmless to health, and the compounds resultant from their interaction with bicarbonate of soda shall also be harmless to health.

3. The name of the acid material employed in the manufacture of baking powder shall appear upon the label of every brand of baking powder, and where two or more names are available, the name most generally understood by the public shall be used.

4. Compounds containing sulphate of alumina, as a double salt with an alkali sulphate, shall be designated as alums; and shall be distinguished as potassium alum, sodium alum or ammonium alum, as the case may be.

5. Baking powder must be capable of yielding ten (10) per cent. of its weight of carbon dioxide, on treatment as described and recommended in Bulletin No. 360, of the Department of Inland Revenue (Laboratory series).

CANNERS GIVE BONUS FOR ACCEPTANCE OF GOODS AS PACKED

Early Buyers Get Usual Premium—Substantial Pack Expected

Representatives of the canning companies are at the present on the road taking orders for the coming season's business and signing contracts. There is no material change in the contracts being issued this year. Following the custom inaugurated last year there is no guarantee of pack.

There is evidently, however, an optimistic feeling among the packers for in addition to the 2½ cents a dozen bonus given last year to early buyers, that is, buyers whose contracts were entered before May 15, the canners are offering another 2½ per cent. bonus to those who agree to accept delivery as soon as the goods are packed. This move is to avoid the possible necessity of having to warehouse large quantities of goods, and is aimed to assure a constant stream of distribution from the factory during the season.

B. C. CANNERIES EXTENDING

There will be some very noticeable extensions in the British Columbia packing industry this season.

The Canadian Fishing Co., Limited, will soon have its new cannery at Vancouver fully equipped. The plant consists of a line for talls and a line for halves. It is planned to add two more lines for the following year.

R. V. Winch & Co. are building a new plant this year under the name of Port Edward Fisheries, Limited, at Port Edward, nine miles south of Prince Rupert. It is also stated that the Portland Fisheries, Limited, operated by this company, will run its cannery at Kumen this year after having it idle in 1917.

The Renfrew Park Co., organized by E. H. Sherman of the Defiance Packing Co., is contemplating a new cannery at Port Renfrew on the west coast of Vancouver Island under the direction of T. F. Kellner. Two lines of machinery are being installed.

The Western Fisheries, Limited, is building an addition to its Butedale cannery, which will nearly double its capacity.

DISCOUNTING BY U.S. HELPS SARNIA STORES

Action by the United States in discounting Canadian money has resulted in a loss of business among Port Huron stores and a consequent increase in business among the stores of Sarnia, Ont. United States merchants blame their banks for the two per cent. loss on each dollar while U.S. banks claim that Canadian bankers charge them on the exchange. There is some talk of discounting American money in Ontario.



Interior view of L. G. Teeple's store, Lethbridge, Alta.

Beans, Their History and Value

Interesting Information Regarding One of the Most Important Food Products of the Present Day—How They Are Prepared for Market.

Reprinted from the Literary Digest

DECLARING that a person "doesn't know beans" is equivalent to saying that he knows nothing at all. And yet, speaking of them as an article of food, do most people know beans? That is, do they understand all about them: their origin, where they grow, how nourishing they are, how many varieties exist, how they are grown and prepared for marketing, and whether there are special reasons why people should eat them in this country to-day?

Origin of the Bean

To find out when and where the bean originated takes one back into the dim mists of antiquity. The time as well as the country where it started is uncertain. It may have been China, India, or northern Africa. There are evidences that the Aztecs used beans. Certainly beans were cultivated and used by the Indians in North America in the days when the first European voyagers came exploring.

Beans as a Soil Enricher

Beans, like peas, belong to what is called the legume family, which is always characterized by having seeds within a pod. There are many varieties of beans. In addition to the kinds edible by man, there are others which are most desirable as feed for live stock. And what makes the bean one of the most valuable of all crops is the fact that it enriches the very soil in which it grows. Chemistry is outside the province of this article, but it may be mentioned that the bean, more than most other plants, has the power of drawing from the air a specially generous share of nitrogen and replenishing the soil with it after that valuable element has been partially used up by other crops. Thus beans fertilize the soil in which they grow, a fact understood by all who use them and similar plants as a "rotation" crop.

Dried Beans—a Source of Protein Supply

Much might be added about the bean as a soil enricher, or about its special qualifications for stock feed, or even about how appetizing it is as a fresh garden vegetable. But our special study here is the dried, shelled bean because that is the form in which it feeds most people.

For feed them it does, particularly in furnishing those body-building substances, the proteins, which we recently studied. Dried beans contain more than 22 per cent. of proteins, a far greater proportion than is found in wheat flour or corn-meal, more even than in beef. Thus, as a source of protein supply, it may be seen how valuable a substitute beans are for the meat and other foods which we should save to help win the war.

The Bean Crop of 1917

The total crop of dry, edible beans raised in the United States in 1917 was larger than ever before. It has been estimated at over 16,000,000 bushels, with the largest previous crop at 9,000,000 bushels. The four States producing most beans in 1917 were California, Michigan, New York, and Colorado, in that order. And the four most important kinds of beans raised in these States were Navy (a general term for the medium-sized white bean), Lima, Pinto, and California Pink.

Recently the so-called soy-bean—also known as the soya—or soja-bean—has been much discussed. It is one of the most valuable foods of China and Japan, where it is grown in abundance. A bean of great richness, containing an oil which not only increases its proportion of fat but is also extracted and used commercially, the soy-bean is being grown to an increasing extent in this country. But in quantity of domestic production it does not begin to compare with the four varieties just mentioned.

From the time beans are harvested until they reach the grocery store where you trade, no elaborate processes or special treatment is required. But the necessary steps of cleaning and sorting serve to illustrate the labor-saving power of modern methods and machinery.

Preparing Beans for the Market

First of all, the bean plants are gathered by a machine which shears them off just below the surface of the earth. After lying in the field for a short time, they are either piled in stacks or placed in barns. When thoroughly dried, the beans are threshed out of the pods. But there is bound to be much dirt left among the beans themselves, and this is removed at the elevators, to which the beans are now shipped. Ingenious machinery begins the cleaning process. First the beans are shot between huge revolving brushes; next a strong blast of air blows away all the dust and light dirt. After that they are dropped through large sieve-like screens which not only remove the larger, heavier, lumps of dirt or bits of pod, but also sort the beans according to size.

In some States the beans are further sorted by being run along a giant picker, consisting of rubber rollers. It is something like a huge clothes-wringer laid on its side. The rollers catch all the beans which have any roughness of surface, the smooth beans passing along untouched. Finally the beans are run along a sloping belt, which separates the flat beans from the round by permitting the latter to roll off.

That finishes the methods by which beans may be classified by machinery. When it is desired to remove beans having spots or similar blemishes, hand-picking is necessary.

After this the beans are ready for distribution (usually in 100-pound sacks) to the wholesalers, then to the retailers, and finally to you.

The Importance of Beans in the War

In winning this war beans are going to figure both directly and indirectly. Directly, because our army and navy are using vast quantities of them. Indeed, they have contracted for practically the entire white bean crop. And indirectly, because the widespread use of beans at home in place of meat dishes will release that much extra meat for shipment overseas, while at the same time giving much of the nutritrive quality of meat. It is no hardship to eat beans. One does not have to be a Bostonian to relish baked beans, and there are other dishes, such as bean loaf, in which this vegetable may figure in the home bill of fare.

The Value of Colored Beans

People should get rid of the notion that colored beans, such as the California pink bean and the Colorado pinto are inferior to white. Analysis has proved them just as nourishing. Some persons have been prejudiced against the pinto bean because of its dark-brown spots. But it is exactly as good as a white bean, and it has been selling at a lower price. Besides, even the spots disappear in cooking. The United States Food Administration, empowered by the provisions of the Food Bill of August 10, 1917, is purchasing through its Grain Corporation last year's entire crop of pinto beans, with a view to distributing them to all markets and keeping their price stable.

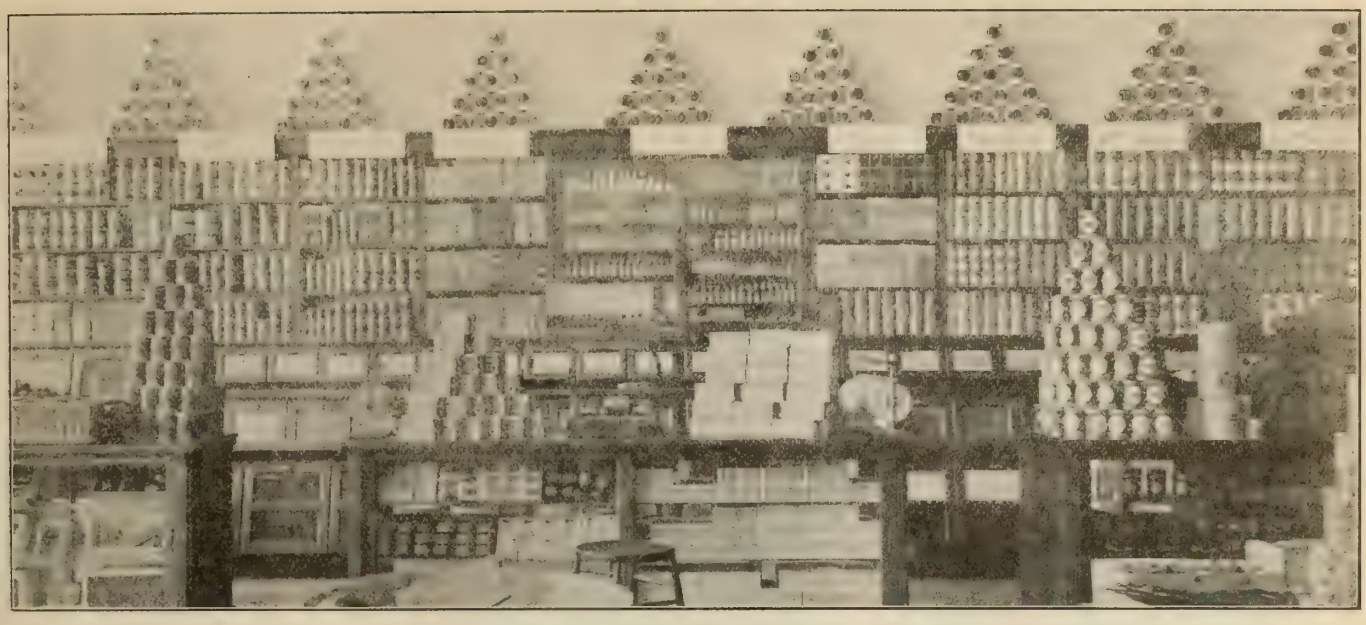
Nowadays only the person who truly "doesn't know beans" can fail to perceive this vegetable's value to people at home, to our soldiers, and to the cause for which they battle.

LION VINEGAR COMPANY ENLARGES PLANT

The Lion Vinegar Co., Montreal, is enlarging its factory, increasing the capacity about 33 1-3 per cent. This is being done through the purchase and installation of three large tanks, each of which will hold 8,000 gallons of vinegar.

B. C., STORE

The general store at White Rock, B.C., known as the Campers', has been leased to Mr. and Mrs. Davy, of White Rock, by Charles F. Chamberlayne, who has leased a store at Deroche.



A neat and attractive handling of store arrangements.

Hiring and Handling Salesmen

Some Interesting Hints as to What is Required in a Salesman, How These Qualities Can be Developed, and How Protected — Every Salesman Should be Understudied

By F. C. Williams, Ridgeville, Ont.

ASK any extensive employer what class of men he finds it most difficult to obtain and he will almost invariably tell you, "good salesmen." This is not because the supply of salesment is limited, but there are always plenty of applicants for any open sales position. The emphasis in the employer's reply is on the word "good." The world is full of would-be salesmen who are trying to sell goods and who in their own minds think they possess the knack of selling. But the supply of really good men in the selling profession, if it may be called such, is distinctly limited.

To the employer this scarcity of good men is especially unfortunate because selling is the most important division of the business.

On his sales the success of his business depends, and when he lack an efficient force to dispose of his goods to the consumer the support of his business fails.

Born salesmen are spasmodic salesmen—but steady workers, the man who grinds shows good, healthy results, a man with a good back-bone susceptible to instruction, willing to absorb and with a disposition to obey, he will become a successful salesman.

There is no definite source from which to obtain men for the sales department. Newspaper classified advertisements are unsatisfactory because they yield an abundant number of applicants, a large majority of whom are entirely unfitted. Many employers find space in trade papers, an excellent way for getting in touch with salesmen. These advertisements bring fewer responses but the men are usually good salesmen and have acquired experience in the particular line the paper represents.

The greatest care and discrimination should be exercised before any man is accepted. Much will depend in considering an inexperienced applicant, upon his personal appearance and evident ability to meet and interest others, for personality is an all important factor. Back of all this he must have a foundation in education and a genial character. Some men's success is to attributed to a purely individual characteristic.

How to Talk or How to Listen

It has been said that some salesmen succeed by knowing how to talk, others by knowing how to listen. The wise sales manager is always on the lookout for half hidden evidences of peculiar traits in new men which he foresees as possible of development into sales ability. Very often a recruit picked up by chance suddenly turns out to be a star salesman.

Organizing a sales force means as much as anything getting together a homogeneous body of men, each one recognizing the responsibility of his individual position, and the success of his individual efforts, all pulling in the harness to a common end. Nationality does not enter into his selection, but honesty, loyalty and confidence are requirements that cannot be ignored. Our men may have undoubted ability in certain directions or in certain fields, but may be weak in others.

Failure in one does not mean failure in all, and a weak man in one locality may be a power in another.

Choosing a Salesman

In choosing salesmen select men who are loyal. Of course the greatest possible freedom consistent with the conditions of the business must be given the salesman. His honesty and loyalty must always be above suspicion. Salesmanship must be interpreted as ability to read human nature.

It is not to be assumed that every man aspiring to become a salesman possesses these qualifications at the start, but careful observation, self control and close application will enable him to develop it.

Business should be kept in such condition that it cannot be interrupted by the resignation or removal of any man in the force. There is a disposition on the part of some managers to avoid letting a salesman know too much, but a salesman can perform his work more successfully when in possession of all the facts and conditions affecting the business in his own field. The possibility of his leaving one employer and entering that of a competitor is not alarming. Business men do not seek advantages from betrayed confidences.

An Understudy for Every Man

If possible have an understudy for

(Continued on page 29.)

CANADIAN GROCER

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EDITORIAL BRIEFS

BEAVER MEAT is the latest addition to the menu. It has been delivered in Toronto from Algonquin Park. Those who have tried it seem to speak well of it. It doesn't strike our fancy at the moment, but if all the sorrowful things the representatives of the Food Board have been telling us are true, we may yet come to look upon it as a dainty.

* * *

APPARENTLY even a food hoarder's heart may be touched. It is announced recently that two and a half million pounds of flour have been returned to retailers by the consumers of 42 Arkansas counties in response to the food administration's appeal against hoarding.

* * *

EXPERIMENTS have been made in Norway regarding the possibility of using whale fats to replace other fats in margarine. The experiments, it is reported, are quite satisfactory. Wonder what the fishes must be thinking of all these plans and campaigns for conserving things, at their expense.

* * *

THE United States Food Administration costs the nation annually $1,697,338.41. It's always interesting to ponder over sums like that. But getting right down where we live, we wonder who got that 41 cents.

THE value of the farm products of Saskatchewan is given in a recent report at $364,402,125. Lo, the poor farmer.

A WORD CONCERNING POTATOES

SOME months ago, at a time when there was a comparative scarcity in potatoes, CANADIAN GROCER made the assertion that they would be much cheaper before the summer. This contention has been amply justified to date, and this is only the beginning. We still believe in the correctness of this judgment, and expect further material declines.

EQUAL LAWS FOR TOWN AND COUNTRY

TWO farmers of Lincoln, Neb., have been indicted for hoarding wheat. Over a thousand bushels of the amount hoarded was allowed to go to waste. The farmer is usually such a pet of the Government that it is refreshing to know, that he can be dealt with in these times as other mortals are dealt with.

We are hearing again the farmer's contention that he will feed his potatoes to the hogs rather than take a dollar a bushel for them. This is probably only the usual kind of talk. With the urban population suffering from the exorbitant prices of all food commodities, being compelled to subsist on less than normal quantities of certain foods, and being hedged in on all sides by restrictions, it is not likely that they would look with favor on any attempt on the part of the farmer to adopt this method of maintaining prices.

TO THE MERCHANTS OF CANADA

THERE has been so much said of late on the need for economy that the edge of the argument may have grown blunted. In this possibility lies a grave danger. Many merchants as well as others are beginning to treat this talk as merely a figure of speech. They have heard yet not believed, and they are conducting their businesses as though Canada were not at war, and though the whole world were not at this moment facing the grim spectre of famine.

These words are more than a repetition of the old time-worn appeals for conservation. They are a call to the merchants of this country to know a situation, to face it fairly and with judgment and care and unselfishness, to do their part in these trying days.

Grain men in conference with the War Purchase Board have probed into the matter of supplies of wheat available. They set the available supplies for Canada till the next harvest at 2,000,000 bushels. That may mean nothing to the average reader, but the man who is conversant with Canada's consumption of grain knows that this amount which must carry us for five months is less than one-fifth of our normal consumption. It means that by June there may not be a pound of wheat available and that very shortly after flour will be off the market.

That is the situation as it exists to-day. We are speaking plainly to the merchants of this country, because upon them in the large lies the responsibility of dealing with this situation. These conditions were in a measure at least provoked by the hoarding of goods by the merchants' customers. If the merchant sees in the above words an opportunity to for a moment stimulate his sales in flour, then he is not

Current Events in Photograph—No. 15



GAS ATTACK SIGNAL SOUNDS

THE masked figures are not a revival of the Ku Klux Klan, but Canadian soldiers in France, who have been warned of a coming gas attack and have donned their gas masks in preparation. In the rear is seen the dugout, and back of that the shot-scarred ground. Note the soldier in the foreground making the best of the situation by smoking a cigarette through his mask.

loyal to the country in which he lives or the cause for which she is fighting.

If on the other hand he uses this information to safeguard available supplies, to see that his customers do not on any pretext make larger demands on these stocks than are justified; if he in turn makes no effort to increase his supplies from his jobber but does his best to conserve what he has and to buy in as small quantities as possible, then he can in truth hold his head high with the consciousness that he is actually on the firing line in these times of stress and is lending his strength on the road to victory.

Merchants of Canada, it is in your hands. What are you going to do about it?

A SEASONAL SERVICE TO THE MERCHANT

THERE are certain problems that present themselves most strongly at certain times of the year. There are certain changes that may be most readily made at certain definite seasons. There are, roughly speaking, but two seasons in the year when the merchant looks ahead and ponders a program for the coming months. In the spring he plans for the spring and summer trade, and in the fall for the winter's activities.

The special number that appears on the 26th of this month has kept these facts in mind. Its contents deals with the particular problems of the spring and summer time. The plans it propounds are plans that have been tried and found of value at this time, and the problems that it discusses are problems that will be facing every merchant in the next few months.

This number should be one of more than usual value to the merchants, and should be kept as a reference number to consult as the summer problems present themselves in after months.

DAYLIGHT SAVING

AS CANADIAN GROCER goes to press there comes the report that Sir Robert Borden states that the Daylight Saving Bill will go into effect on April 15. On the coming Sunday night the clocks will be advanced an hour, and no one will be in the least inconvenienced, yet on Monday there will be another hour of daylight for everyone. It is a good move that might have come long ago.

One Successful Merchant

A Man in the King Row, Master of the Situation—Some Points that Need Careful Watching —Times When Stocks May Become a Liability.

By Henry Johnson, Jr.

THAT a man can succeed in the retail business to-day, and succeed BIG without any special privilege or advantage not open to anybody is shown plainly by the following papers. Whoever you are, they hold a message for you:

Moose Crest, Alta.,
December 4, 1917.

Mr. Henry Johnson,
Care Canadian Grocer:

Dear Sir,—Your page is always of great interest to me. It seems good to see the inside of my fellow merchants' business occasionally.

On January 1st, 1914, I started in business with $3,700 cash. My sales have averaged about $33,000 a year. Have never had more than two clerks, and for the past year have only had one, with the exception of an extra on Saturdays. I have no delivery expense.

I think that most merchants hire more help than necessary. Since I have been doing my own books I have not had half the errors; and besides I keep a better tab on the accounts and pay more attention to collections.

I use the loose leaf duplicate ledger, and find that to avoid errors it must be entered every day. I also use what I call a petty file for items taken out on approval, and also for small, short term accounts that are hardly worth while entering in the ledger. I look over this file about three times a week to keep tab on these small items. No matter how good the man is or how small the account, I ask him about it before it runs longer than two or three weeks. If it is left for six months before he is asked, he has often forgotten about it and the result may be a dissatisfied or possibly lost customer. All goods returned to wholesale houses are entered on this petty file until credit note arrives. I made this file myself by cutting down an ordinary letter file, and the duplicate counter checks have holes that just fit on to it.

On the first day of each month I balance all my customers' and wholesale accounts and find out just where I stand. Below is a copy of my last balance sheet showing assets and liabilities.

	Resources	Liabilities
Bank	$ 2,166.68	
Accts. Payable		$ 3,419.14
Bills Payable		2,300.00
Fixtures	993.70	
Insurance Overpaid	279.00	
Rec. Accts.	1,993.65	
Cash	117.90	
Mdse., Estimated	12,885.33	
Bldgs.	4,500.00	
Bills Rec.	789.16	
Car	750.00	
Coal	140.00	
Farm	1,600.00	
Credit Balance		20.496.28
	$26,215.42	$26,215.42

B. D. also sent me a circular, printed evidently on a multigraph, letter size, as follows:

Moose Crest, Alta., June 7, 1915.

Dear Sir,—It is my intention to inaugurate a system whereby I can put what little credit business I do on a basis that will be fair to all.

You are all aware that the credit business leads hundreds of business men to bankruptcy every year. I do not solicit, and in fact I am not in a position to give credit extensively.

You will readily see that selling goods at cash prices—as all my goods are marked—and charging them to a customer for an indefinite period is a losing game to me, besides being unfair to the majority of my customers who pay cash. I have to pay for the use of money to carry you just the same as you do when you borrow money and pay cash for your goods.

To adjust my past unfair system, I propose that in future I shall add to the account of all customers who have arranged to have their goods charged a monthly interest, which will discharge their obligation for this service, and enable me to convince my numerous spot cash customers that my system is absolutely fair to them.

After giving the matter very thoughtful consideration I have concluded that, commencing July 1st, I shall compute interest on the previous month's purchases at the rate of 8 per cent. per annum. Provided the bill is paid on or before the 10th of the month, this charge will be rebated.

In closing may I express the hope that all my many friends and patrons of the district will regard the system outlined above as a further evidence of my interest in their welfare and my desire to treat all absolutely fair and square.

Yours very truly,

Meat in the Nut

There is a lot of meat in that nut—having no invidious meaning, however. In fact, I might devote several pages to the analysis of the various phases of this man's remarkable achievement. But it may help to indicate the most salient points.

Note first: Started Jan. 1, 1914, with $3,700 cash. Now shows upward of $20,000 net assets. Averaging his earnings, he has made over 108 per cent. a year on his original capital; and that is going some. How he has managed it, with sales of only about $33,000, I cannot tell. Of course, he must run a general store; carries probably everything one could think of; is away up in the woods by himself among a nice lot of farmers; probably makes a good market margin, and the past four years have been the best for realizing on the unique enhancement of values that have occurred in half a century. But, even so, this man has made full use of his opportunities.

I have copied his collection letter because I feel that it reflects his character very clearly. He is a man who sets his own pace. He works out his plan of action with great care. Then he sticks to it. He has thought long and carefully about that letter, to say just the right thing, to express just what he wants the reader to grasp, and to bury in it that little joker about the 8 per cent. interest in such a way that nobody could say it was concealed and yet that most would trade on that basis indefinitely without knowing there was a joker.

For he says he will charge interest at 8 per cent. to be perfectly fair to his cash customers. But then he says that if the charge customer pays before the 10th of the month following, this charge will be rebated—meaning the prompt paying credit customers will pay nothing for their credit privilege. Really, you know, that is a brand of "secret diplomacy" to which nobody should take exception!

Points to Watch Carefully

Where, now, are the weak spots in this business? For there are some and now is the time to ferret them out and cure them. One wise manufacturer bids us beware in these words:

"Some time we are going to be on the slide—going down hill for three or four years."

Reaction is bound to come and conditions which have made possible this man's accumulation of an average of $4,000 a year on $3,700 total investment are going to be reversed. So the lines must be tightened up right now.

1st. Take sales of $33,000. I have no means of knowing my friend's average margin, so I take it at 20 per cent., and if we deduct 20 per cent. from $33,000 we shall have $26,400 as cost of goods sold. With a stock of $12,885.00 this shows only a small fraction over two turnovers—2.049 times plus. Maybe that is not subnormal considering his locality; but I recommend careful study of this point, and as much improvement as possible.

2nd. The bills payable, $2,300, and cash on hand and in bank, $2.284.58. practically offset each other. Why borrow $2,300 to keep it idle? Seems to me that it would be good business to pay off $1,500 of that indebtedness, or else apply it to getting that item of accounts payable down to a 10-day discount basis.

3rd. Of course, there may be special seasonal reasons why the accounts payable are so large; perhaps my friend has just received big shipments and has borrowed to care for their discounting. It

just seems odd to me that he should owe an open account more than enough to buy stock to handle his total sales for over six weeks. It would be interesting to have an explanation of this condition.

Stock May Become a Liability

Now, having in mind the fact that values are going to shrink some day, and that stock which turns only twice a year is bound to accumulate a lot of dead wood which can only be sold off at great loss, my very urgent suggestion would be to stop buying anything at all not absolutely necessary to handle the pressing current needs of trade. Take that entire indebtedness right out of the cash and stock on hand within the next five or six months.

I speak mildly—modestly—in view of this man's very remarkable record. Ordinarily I should be much more emphatic. Just the same there is such a thing as relying on paper profits—and waking up some day to a realization that they are not worth the paper on which they are written. Once stocks begin to shrink, it's just plumb awful the way they toboggan down the slide.

Now is the time for conservation; for great caution. And the right time for caution is before you are hit. Afterwards, the loss may be out of all proportion to your previous gains. So I suggest a clean-up, and a consistent plan of keeping clean.

Again, to quote from the manufacturer —who, by the way, is one of the most far-sighted in the country, well "heeled" of ample resources:

"If you have money in the bank you better keep it there, unless you have bought Government bonds with it—which are as good as cash."

He means that this is the time for careful intrenchment. The thought of Government bonds is pregnant with suggestion; for their purchase is to-day a patriotic duty—which, in such cases, is at the same time the soundest business insurance. And again, to borrow a figure, remember that when the fire starts nobody will sell you insurance on your building—you must insure before the conflagration.

So my final word, in the absence of further detailed information, is a caution to my friend to clear his decks for the storm that may strike any time and find him with too much canvas spread to the winds of commerce.

HIRING AND HANDLING SALESMEN

(Continued from page 25.)

every man, so if the machine is crippled suddenly and unexpectedly the broken ends may be taken up and the work continued without interruption or injury to the business.

Avoid nagging and adverse criticism. Selling goods is not always the most pleasant occupation, and nothing will take the ambition out of a man quicker or more effectively than fault-finding. If he has out-lived his usefulness or ceased to render satisfactory service, dispense with his services, but do not find fault. They creatures of circumstance, and continuous grind demands relaxation. Good business braces them up and enables them to store their energy for reserve, but poor business has a depressing effect and they will be obliged to call on that reserve. Nothing will exhaust it like criticism, for encouragement is what they need.

Application to the principles outlined in this article will enable a business to have comparative smooth sailing without friction.

No sales force can work successfully unless it works as a unit. There must be perfect harmony between manager and salesmen and between the men on the force. One of the best ways for accomplishing this is to get the men together occasionally to talk over their difficulties, and any new ideas they have picked up. Such meetings get the men out of the old rut, instil them with new vigor and enthusiasm.

A very influential business man very aptly, says: "Scatter seed of selling talk throughout you conservation; till it with diplomacy, and a crop of success is sure to follow."

LETTERS TO THE EDITOR

WEIGHT OF A GALLON OF MOLASSES

In a recent issue of CANADIAN GROCER as to the number of pounds in a gallon of molasses the answer was given as 13 pounds.

A couple of CANADIAN GROCER'S good friends, Sawyer Bros., Marden, Ont., have investigated on this basis and believe they have unearthed an error. They write as follows:

"Have West India XXX molasses the same number of pounds per gallon as Barbadoes? In issue March 15th you state in enquiry department that there are 13 pounds per gallon Barbadoes molasses. To test your statement I filled a half-gallon measure with W. I. molasses, and it weighed 7 pounds net. Example: A quart sealer weighs (empty) 1 lb. 4½ oz.; full, 4 lbs. 12½ oz.= 3 lbs. 8 oz. = 14 lbs. per gal.

Taking the figures given above 3⅜ pounds per quart would seem to give the weight of 13½ pounds rather than 14 pounds.

Finding the matter so much in doubt, some investigations were made in Montreal, the largest handling port for molasses. The information obtained was not more definite than that already given in CANADIAN GROCER.

An official of the Weights and Measures Office, Montreal, when questioned as to weight of a gallon of molasses, stated:

"We do not recognize any weight but imperial measurements only. Without committing ourselves the average weight of an imperial gallon is 14 pounds—no particular kind of commodity is mentioned."

Robert Crookes Co., molasses importers, Montreal, were not more definite. "We buy according to measurement only," they stated, "and do not know the weight exactly. This, in any case would vary, according to the density of a given batch of molasses."

Hudon, Hebert & Co., wholesale grocers, Montreal, were more to the point. "The imperial gallon of molasses weighs 13½ lbs. This will vary according to the proportion of sugar in it, but the average will be close around 13½ lbs. We would not say it will go as much as 14 lbs."

Joseph Ward and Co., importers, Montreal, stated: "As near as we can tell you, 14 pounds to the imperial gallon."

There you have it. Doctors evidently disagree and there seems no way of getting a definite opinion. Molasses is sold by liquid measure and not by dry. The weight apparently varies according to the quality of the goods, but is somewhere between 13 and 14 pounds.

INCREASING SUGAR SALES

The Editor, Canadian Grocer:

I have read with interest from your pages a good many articles about this fair profit deal, and of increasing sales of sugar and other goods showing a profit less than the cost of doing business so that the profits might be increased. Also the argument has been put forth that sugar and such goods should not be charged with as large a per cent. of overhead expenses as other goods showing larger profits. I suppose I am very slow for I cannot agree with either of these arguments. My contention is this: If it is reasonable to suppose a grocer can double and treble his sugar for sales without any added expense, it is also reasonable to suppose he can do the same with say tea, baking powder, or any other line. I can see no difference except interest on money invested which would not be more than one per cent.

Does it cost any more to handle one pound of tea than five pounds of sugar?

Each would sell at about the same figure, the sugar showing a return of about 9c, the tea about 15c. The same staff that will handle say, $2,000 worth of sugar in a given time will also handle $2,000 worth of tea in the same time. So I think it is losing money to spend time and energy increasing sugar sales when it might be devoted to more profitable lines. Of course, if it came to a point where it was sell sugar or do nothing, I say sell sugar.

There is much more that might be said in regard to the relative value of the advertising received from the different lines, but as I appear to be up against expert opinion I will say no more about it.

G. A. MORTIMER,
Shelburne, R.R. 3, Ont.

THE CLERKS' DEPARTMENT

The Various Problems Answered

Replies From Different Parts of the Country to the Various Questions Show a Variety of Opinions.

IN the issue of March 22 some problems were propounded for the consideration of the clerks, and some interesting results have been obtained by some clerks and others who have tried their hand at unravelling the mystery. The questions propounded were as follows:

A grocer bought from a farmer's wife 30 eggs for 15 cents, that is 2 eggs for 1 cent. From another farmer he bought 30 more, for which he paid but 10 cents. He now has 60 eggs which he paid for at the rate of 5 for 2 cents. Meeting a friend who was anxious for eggs he sold the lot at the rate at which he had bought them, 5 for 2 cents, and found that he had lost 1 cent on the transaction. Where was the cent lost?—W. H. Swain, Hamilton, Ont.

My brother Alex. and I go to market and purchase a carcase of beef weighing 200 lbs., at 5c lb., total $10.00, and each of us pay $5.00, with the intention of dividing up the beef on arrival home. On the way home we decide to divide the carcase by cutting it crosswise. Alex. decides to accept the fore part at 4c per lb. and I agree to pay 6c per lb. for the hind part, this making an average price of 5c per lb. On figuring the matter out we find that Alex. would be entitled to 125 lbs. at 4c per lb. to get his $5.00 worth, and that I would be entitled to 83 1-3 lbs. at 6c per lb., but we find that the total weight would thus be 208 1-3 lbs.—Alphonse, Tignish, P.E.I.

I was driving a herd of sheep along the road and met another drover with a herd. He said, "Give me one of your sheep and I will have as many as you have." "No." said I; "Give me one of yours and I will have twice as many as you have." How many did we each have?

A shoemaker sells to a customer a pair of boots, the price of which is $5, and receives in payment a $10 bill, which he cannot change. He takes the bill to his neighbor to change, and returning gives the customer the boots and $5 change. Later his neighbor came to him claiming the bill a bogus one, and demanding his $10 back. So the shoemaker gives him back $10 good money. Who has lost on the deal, and how much?—F. W. Holt, Torrance, Ont.

And these were the answers received to date:

Prince Edward Island Divides the Beef

I arrived at the following solution to the question about the beef:

Alex. takes 125 lbs. at 4c = $5. There remains 75 lbs. for me at 6c per pound. As this is the hind part, I sort out the best of it and I find I can get 50 lbs. worth at 8c lb. = $4. I place the balance, 25 lbs., at 4c = $1—total, $5.

I figure that the price of 8c and 4c per pound are equal to 6c per pound, as the prices of 6c and 4c per pound were equal to 5c per pound at the outset.—J. A. Bernard, Tignish, P.E.I.

An ingenious and appropriate solution.—Ed.

Quebec Answers Thuswise

My answer to the problems in your issue of the 22nd ult. is as follows:

The grocer and the egg deal. I find that he has made an error in figuring his loss; 60 eggs cost 25c, which would be at the rate of 5 for 2½c.

The puzzling beef problem I would go at in this way: Alex's. share would be—100 lbs. at 4c = $4; 16 2-3 lbs. at 6c = $1—116 2-3 lbs., total $5. His brother's 83 1-3 lbs. at 6c, $5.

The sheep problem—5 in one herd and 7 in the other.

As to the shoemaker and the boots, I think he lost one pair of boots and $5.—J. J. Savage, South Stukely, Que.

Ontario Does Them This Way

These are my solutions to the problem in the issue of March 22nd:—First drover has x sheep, second drover has y sheep. Then $y+1 = x-1$, or $x-y=2$. Again, $x+1=2(y-1)$, or $x-2y=-3$; but $x-y=2$. By subtraction, $y=5$; but $x-y=2$; therefore, $x=7$. First drover has 7 sheep, second drover has 5 sheep.

Answer to last query—Shoemaker has lost on the deal by $15 and boots, or $20 in all.—Wallace Findlay, Dromore, Ont.

But up till the time the bogus bill was returned to him he had lost nothing, and he only parted with $10 after that time.—Ed.

North Ontario Tries Its Hand

Seeing your puzzles in the CANADIAN GROCER, I decided to try my hand at them. The one about the sheep I did by algebra. Perhaps my reasoning was not clear, so I will set it before you:—Let A have x sheep, let B have y sheep; $y+1=x$, $x+1=2y$, $y-x=-1$, $-2y+x=-1$; therefore, $y=2$, $x=3$; therefore, one has 3 and the other 2.

Here is another one about eggs:—He buys 30 eggs for 15c, and then 30 more for 10c; therefore, 60 eggs cost him 25c. But he sells them at 2 for 2c, and thus only gets $(60\div5)\times2=24$c. He loses 1c by the transaction.—S. T. Kofman, Parry Sound, Ont.

Algebra faulty, S. T. K. See solution above; and the query is, where was the cent lost?—Ed.

A Breeze From the West

Following are solutions to your problems in issue of March 22nd:

1—Grocer paid 25c for 60 eggs—that is 2 1-12c for 5. On every 5 eggs he lost 1-12c, so that he lost 1c on the deal.

2—Alex. is only allowed to get 100 lbs. at 4c, and for his fifth dollar he should get 16 2-3 lbs. of beef only, so that I will get the rest = 83 1-3 lbs.

3—I had two more sheep than the other fellow. If he gives me one more, then I would have 4 sheep more than he has, and that is as much as he would have left, so that he has 5 and I have 7.

4—The shoemaker lost $10.

The changed outlook on the poultry situation arrives from supposing at the start that they all were turkeys. If we suppose that all were chickens, then we must get 84—11—5.—Geo. Skutsky, Readlyn, Sask.

Disastrous for the Shoemaker

Answer to Question 3.—The first man had 7 sheep, the second had 5.

Answer to Question 4.—Cost of boots $5.00. The bill is bogus, therefore the shoemaker has to give the man who changed the bill $10.00. Change he gave the man who bought the boots was $5.00, a total loss to the shoemaker of $20.

GORDON BUFFET,
Sydney, C.B.

PRINCE RUPERT FIRM OPENS VANCOUVER OFFICE

The G. W. Nickerson Company, grocery brokers, of Prince Rupert, B.C., are opening a Vancouver office on the 1st of May. This office will be located at 525 Standard Bank Building, Vancouver. The firm are the agents for the Quaker Oats Company for the province.

LETHBRIDGE BREWING COMPANY TO MANUFACTURE VINEGAR

The Lethbridge Brewing and Malting Co. will commence the manufacture of vinegar, now that the manufacture of beer stronger than "two per cent." is forbidden, was the announcement made by Fritz Sick, general manager of the company. The interior of the plant is being remodelled to provide for the necessary machinery which is now being installed.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

The New Brunswick sardine season has opened and Connors Brothers again have started their plant at Black's Harbor.

The Booth Fisheries, Limited, have started work on the new $100,000 plant which they are to erect in West St. John.

The early pack is likely to be light owing to the destruction of so many of the weirs along the New Brunswick coast during the spring storms.

William Baxter, retail grocer, Leinster street, St. John, is retiring from business and is negotiating for the sale of the business.

Wallace M. Babkirk, aged sixty years, who has conducted a produce business in the St. John city market for the last sixteen years, died recently.

A branch of the Retail Merchants' Association has been formed in the town of Devon, N.B., a new town formed by the amalgamation of St. Mary's and Gibson. The officers are as follows: President, P. S. Watson; vice-president, G. G. Harvey; secretary, Lloyd Belyea, and treasurer, H. W. Bowlen.

As the packers have completed all their preparations for the season, the Dominion Government has decided that the canning of lobsters in the Maritime Provinces will not be banned this year as has been considered. At the end of this season a nine-inch limit will be placed on the size of lobsters which may be taken.

The Acadia Sugar Refining Company of Halifax gets a new lease of life for another year without reorganization. This has been made possible by the decision of the banks not to enforce repayments of loans of between $2,000,000 and $3,000,000. Statements were made at the recent meeting of the shareholders that the prospects for a better supply of raw sugar through the allotment of the International Committee in New York give promise of a more satisfactory period ahead and hopes were expressed that the company eventually would be able to show a balance on the right side of the ledger.

Quebec

H. Monette, of Mont Rolland, was a Montreal visitor last week.

Winikoff Bros., wholesale grocers, Montreal, Que., have sold their stock.

Henry Simon, president. H. Simon & Sons, Ltd., cigar manufacturers, Montreal, Que., is dead.

Nap & Fils, grocers, Montreal, Que., have dissolved partnership.

H. R. Loughrin, general store, North Clarendon, Que., is moving to Ottawa.

E. L. Prior, with Frame & Co., importers, New York City, is a business visitor to Montreal this week.

H. B. Clemes, manager of the produce department of Gunns, Ltd., Toronto, was a visitor to the Montreal house.

Geo. M. Waterhouse & Co., teas and coffees, Montreal, Quebec, has dissolved partnership. G. M. Waterhouse continues under same style.

Harper R. Gray, joint manager of Gunn, Langlois & Co., Ltd., wholesale provisions, Montreal, is this week in Toronto and Western points.

A. G. Urquhart, representing Leveson's Limited, Vancouver, importers of peas, beans, Oriental products, etc., has opened an office in the St. Nicholas Building, Montreal.

W. J. Wilson, with S. H. Ewing & Sons, Ltd., spice importers, Montreal, will be covering his territory again in the immediate future. Mr. Wilson has been ill for several months, and his many friends will be glad to welcome him again.

The Montreal executive, recently appointed to investigate the petty thieving that has been conducted on a large scale here, are appointing a manager to collect and assemble data on this matter. These results, when tabulated, may be submitted to the Provincial Government with a view to securing their co-operation in stamping out this evil. Several culprits have been apprehended and thefts already traced will total over $25,000. Wholesale and retail stores of every kind have been victimized.

Ontario

C. Seymour, grocer, Toronto, Ont., has suffered fire loss.

A. Mowbray, grocer, Wingham, Ont., has sold to R. Brooks.

W. J. Duffin, grocer, London, Ont., has sold to A. McCabe.

J. W. Eedy, grocer, London, Ont, has sold to G. Bloomfield.

N. D. Blowey, grocer, Hamilton, Ont., is giving up business

Stanley Bros., grocers, Toronto, have sold to Peterson & Co.

V. A. Corcoran, grocer, Toronto, Ont., has sold to Scott & Brown.

Mrs. M. Archer, general store, Lynden, Ont., has sold to W. A. Smith.

T. J. Somerville, grocer, Ottawa, Ont., has sold his Clemow Ave. store.

Bowles Bros., grocers, Ft. William, Ont., have sold stock to D. A. Gordon.

R. P. Mills, general store, Eganville, Ont., has been succeeded by A. Mills.

Dawson & Co., grocers, Sault Ste. Marie, Ont., have dissolved partnership.

J. R. Marshall & Co., general store, Desbarats, Ont., have dissolved partnership.

C. R. Langstaff, general store, Stratton, Ont., has been sold to McNab & Wilson.

Barlow & Smith, grocer, Amherstburg, Ont., have been succeeded by Barlow & McCormick.

P. Adams, general store, North Bay, Ont., has transferred business to P. Adams & Co.

W. F. Fox, Cornwall, Ont., has taken over the business formerly conducted by Fowkes & Co., of that city.

The home of L. R. Parent, Ford, Ont., was visited recently by a stork who was good enough to leave a baby boy.

The cash system of merchandising will very probably be effected by grocers and other merchants of Owen Sound on April 15th.

Thomas C. Ray, secretary of the Windsor, Ont., Board of Trade for five years, is suggested as the possible secretary of the Border Cities' Retail Merchants' Association.

Merchants of Owen Sound have declared their willingness to deliver parcels of 14 pounds or over, but are likely to take action to have parcels under that weight carried by customers.

The Board of Trade of Cobourg, Ont., has forwarded a resolution urging the Government to pass the Daylight Saving Bill. A readjustment in prices of grain, fixing not only the price of wheat but of other grains, is also urged.

Queen City Vinegar, Ltd., has been incorporated with a capital of $90,000 to carry on business as manufacturers and wholesalers and dealers in vinegar and all kinds of grocery sundries and supplies.

Western Provinces

A. W. Elliot, general store, O'Haton, Alta., is dead.

F. Smith, grocer, Medicine Hat, Alta., has sold out.

Wm. Reid, general store, Dorenlee, Alta., has sold out.

Local Supply Co., Ltd., general store, Monitor, Alta., has sold out.

E. G. Suehring, general store, Plato, Sask., has sold out.

S. E. Chamney & Sons, general store, Renown, Sask., has sold out.

R. S. Cruickshank, general store, Herschel, Sask., has sold out.

F. Adilman, general store, Verigin, Sask., has sold to Katz Bros.

Wm. Sexton, grocer, Prince Albert, Sask., has been burnt out.

J. J. Tomilen, general store, Canora, Sask., has suffered fire loss.

Wm. Dickson, general store, Carstairs, Alta., has sold his Cremona branch.

K. Gordon, grocer, Edmonton, Alta., has been succeeded by Wm. Murray.

G. R. Winterstein, general store, Bethune, Sask., has discontinued business.

Western Provinces

The Royal Supply Co., grocers, Winnipeg, Man., have sold their stock to N. Adilman.

H. Thompson, grocer, Winnipeg, Man., has sold his Ellice Ave. branch to Mrs. F. E. Carroll.

Biggar Trading Co., general store, Biggar, Sask., has been sold to J. A. Robertson.

Bleakley & Johnston Co., general store, Eston, Sask., has been succeeded by W. C. Johnston & Co.

J. K. Johnson, general store, Mozart, Sask., has been succeeded by H. J. Josephson.

The organization of a Retail Merchants' Association at Edmonton, Alta., has been completed. Merchants to the number of 125 have signed the membership roll.

The Retail Merchants' Association of Swift Current, Sask., has been reorganized. G. Bowers is president; J. A. Rollefson, vice-president, and A. E. Sparshatt, secretary.

D. Farringer, merchant, Kindersley, has gone into the farming business, and his entire stock of merchandise, including groceries, boots and shoes, etc., has been secured by Robins and Reid, of the same town.

George Kue, of Hawes bread plant, Kindersley, has enlisted with the depot battalion at Regina.

The co-operative delivery movement has reached Rouleau, Sask. With a view to assisting in some measure to release labor for farm work, J. H. Craig, E. J. Coade and F. Myers have agreed to adopt a co-operative delivery Deliveries will be made at 9 a.m., 10.30 a.m., 3 p.m., and 5 p.m. daily, to become effective at once.

It is reported that McDonald and Crawford, wholesale grocers, will shortly open up business in Prince Albert.

MANAGER OF DOMINION CANNERS HAS NARROW ESCAPE

R. L. Innes, manager of the Dominion Canners, Limited, Hamilton, Ont., narrowly escaped serious injury recently when the contents of the gasoline tank in his limousine took fire while it was being filled with "gas" at a West King street supply station. A fire extinguisher saved the situation and only about $10 damage resulted to the car. No one was injured.

DELIVERY SYSTEM UNDER CONSIDERATION

At a recent meeting of grocers and butchers of Hamilton, Ont., it was unanimously decided that the system of deliveries should be regulated. A proposition to educate the public through the press to "carry their own" met with great favor. It was urged that the Government be petitioned to support any plan decided upon with the forfeiture of an offender's license as a penalty. The centralized delivery scheme was considered impracticable. Many varied plans were suggested for curtailing deliveries in order to release men for work on the farms.

CLAIMS HOME BAKERIES KEEP BREAD PRICES UP

That the price of bread has not increased in proportion to the cost of materials, and that the only way that the people of Moose Jaw can secure cheaper bread is for all housewives to stop baking, and let the bakers do it, thus making a saving in delivery expenses possible, is the contention of W. G. Stephens of the Moose Jaw Bread Co. Mr. Stephens points out that whereas it cost his firm but $85.78 for materials for one day's bread supply in March, 1914, this figure has increased in 1918 to $181.73. In naming these figures the increased cost of delivery was not included. Everything taken into consideration, Mr. Stephens believes that the cost has increased 15 per cent. over what it was in 1914. One day's cost of material in March, 1918, he compiled as follows: Flour, $161.20; sugar, $1.50; salt, 73c; yeast, $9.10; shortening, $7.28; malt, $1.92; total, $181.73.

KINDERSLEY, SASK., ADOPTS CO-OPERATIVE DELIVERY

Kindersley merchants have launched a war-time delivery plan, which came into effect on April 1. Four or five men have been engaged in delivering goods in the town, and after April 1 this work will be handled by but one man, the others being released for other callings, preferably that of production. A meeting of the retailers was held recently and a contract for delivering and draying was made with Darragh and Taylor. There will be a special charge of five cents for each delivery, large or small, deliveries being made in the morning on all orders received up to 10 a.m. In the afternoon orders received up to 4 o'clock will be delivered, and a special delivery has been arranged for Saturdays for orders received up to 8 p.m.

From the butcher shop of J. Richardson, there will be a daily delivery at 8 a.m., and no other deliveries will be made.

The Kindersley firms who have joined hands in this co-operative enterprise are J. Richardson, C. W. Baker Co., Ltd., Robins & Reid and T. M. McEwan.

SIMCOE, ONT., MERCHANTS PETITION FOR EARLY CLOSING

Expect That This Will Be Obtained, and Do Not Anticipate Any Decline in Business as a Result

The merchants of Simcoe, Ontario, are laying a petition before the council of the town asking them to impose a compulsory closing by-law making the closing hour seven o'clock and the merchants have great hopes that they will grant our request, as the petition is very heavily signed, in many of the branches being unanimous. The Simcoe merchants have been looking enviously at the village of Port Dover, seven miles to the south, which has been closing its stores at six o'clock for the past two years. The merchants do not expect this measure to make one cent's difference in their volume of trade and they feel that after they become accustomed to it they will wonder just why they did not adopt it some years ago. Simcoe merchants have always thought their town some pumpkins as they have had half-holidays through the summer for twenty-three years, and have had a general delivery for eighteen years and have good enterprising merchants, but they have felt for some time that they had not outlived their village days in the matter of a uniform closing hour.

DOMINION BOARD OF R. M. A. TO MEET

Gathering to be Held in the Chateau Laurier Hotel, Ottawa, on April 16, 17, and 18

The thirteenth annual meeting of the Retail Merchants' Association of Canada, Incorporated, will be held in the Chateau Laurier Hotel, Ottawa, on April 16th, 17th and 18th. Representatives from every Province in Canada will be present at this meeting for the purpose of receiving reports from the officers and the various committees, and for the general consideration of resolutions in connection with the improvement of the retail trade of Canada. Several important resolutions will be presented to the Ministers of the Cabinet, and it is proposed to amend the constitution of the association so that every Province will be represented on the Executive.

Horace Chevrier, of Winnipeg, is president of the Dominion Board, and E. M. Trowern of Ottawa, is secretary.

OWEN SOUND MERCHANTS ADOPT CASH SYSTEM

At a meeting held recently of the grocers, butchers and flour and feed men of Owen Sound, Ont., it was decided, with practically no opposition, to adopt a cash system. It will likely become effective April 15, but due notice will be given before anything definite is done.

LINDSAY, ONT., BAKERS ALSO ADOPT CASH SYSTEM

The bakers and pastry cooks of Lindsay, Ont., have given a month's notice of their decision to conduct a strictly cash business. This new program goes into effect May 1.

PROHIBIT GAS FOR WINDOW LIGHTING

The use of gas for advertising and window lighting, as in the case of electricity, has been prohibited by an order-in-council, recomended to the Governor-General by the Fuel Controller through the Minister of Trade and Customs, and approved by his Excellency. The Fuel Controller is vested with the necessary authority to enforce the regulations in the promotion of the conservation of gas produced from coal. The regulations are declared to be in force from and after the 1st day of April, 1918. The penalty is a fine not exceeding $500, or imprisonment for a term not exceeding six months, or both.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

MUST A GENERAL STORE BE LICENSED?

Is it necessary for a general merchant in a country town to obtain a grocer's license? If so, when should he apply for it? A subscriber, E. H., Que.

Ans.—If he deals in groceries he must have a license. If application forms have not reached him, apply to H. Amphlett, Director of Licenses, Food Control Dept., Ottawa.

BEGINNING A STATIONERY BUSINESS

Where can I get the necessary information for conducting a retail stationery business?—A. McLean, Sydney, N.S.

Ans.—Probably the best source of information would be "Bookseller and Stationer," a monthly magazine devoted to the interests of the stationery trade. This magazine is also published by the MacLean Publishing Company. The subscription price is $1 a year.

PREMIUM PICTURE

Is the proposition of the company offering premium picture arrangements, whose circular is enclosed herewith, legal?—Elm Tree, Ont.

Ans.—The scheme is illegal, being contrary to the terms of the Trading Stamp Act of Canada. This act requires that any premium ticket given out shall "bear on its face the place of its delivery," that is the name of the store issuing the ticket. That it shall bear on its face a definite merchantable value, that it shall be redeemable at any time, and that it shall be redeemable in goods, the property of the issuer of the ticket. The ticket you submit does not meet any of these conditions. It does not bear your name. It does not bear any definite value. It is not redeemable until $10 worth of goods have been purchased, and it is redeemable in goods that do not belong to you.

WINE MANUFACTURERS

Please give me the names and addresses of some manufacturers in Toronto, Montreal and Quebec, also names of breweries. —Talbot, Cape Breton.

Ans.—The manufacturers of unfermented wines are T. A. Lytle Co., Toronto; Ontario Grape and Wine Manufacturing Co., St. Catharines, Ont.; J. Tune and Son, London, Ont.; grape juices, Welch and Co., St. Catharines; E. D. Smith, Winona; Wagstaffe, Ltd., Hamilton; Marsh Grape Juice Co., Niagara Falls; Niagara Wine Co., Niagara Falls. Fermented wines:—Ontario Grape Growing and Wine Manufacturing Co., St. Catharines, Ont.; St. David's Wine Growers Co., Toronto, Ont.; Stamford Park Wine Co., Ltd., Niagara Falls. Ont.; T. G. Bright and Co., Niagara Falls, Ont.; J. S. Hamilton and Co., Brantford, Ont.; Raymond L. Haskins, Hamilton, Ont.; Haskins Wine Co., Hamilton, Ont.; Hillcrest Wine Manufacturing Co., St. Catharines, Ont.; Girardot Wine Co., Sandwich, Ont. Breweries:—O'Keefe Brewery Co., Reinhardt Salvador Brewery, and Copland Brewery Co., Toronto; National Breweries, Ltd., Imperial Breweries, Ltd., Montreal Brewing Co., John R. Molson and Bros., Frontenac Breweries, all of Montreal.

HAND HOISTS

Where can I buy a hoist suitable for raising weights up to 200 pounds, which could be operated by hand?—Russell Reid, Cloon, Sask.

Ans.—Darling Bros., Ltd., Montreal; Otis-Fensom Elevator Co., Ltd., Toronto; the Turnbull Elevator Manufacturing Co., Toronto; John Turner & Son, Toronto.

MAKERS OF PAPER BAGS

Who are the manufacturers of specialty bags in Canada?—Aug. Perry, Vancouver, B.C.

Ans.—Specialty Bag Co., Toronto; Walter Woods & Co., Hamilton, Ont.; Dominion Paper Co., Montreal; J. C. Wilson Co., Montreal; Lincoln Paper Mills, Merritton, Ont.; E. B. Eddy Co., Hull, Que.; Buntin, Gillies & Co., Hamilton, Ont.; Computing Scale Co., Toronto.

BUYERS OF FEATHERS

Could you give us the names of buyers of feathers?—C. E. Grosskeith, Belwood, Ont.

Ans.—The Alaska Feather & Down Co., Ltd., Montreal and Winnipeg; Whitworth & Restall, 112 Adelaide Street west, Toronto, Ont.

NAMES OF MANUFACTURERS AND WHOLESALERS

Please give me a list of wholesalers and manufacturers in the following lines:—Harness, leather and trunks, crockery and enamelware, cutlery, overalls, shirts, pants and suits.—J. A. Morrison, Tarbat, Cape Breton.

Ans.—Harness: Samuel Trees & Co., Toronto; Adams Bros. Harness Mfrs., Toronto; Gananoque Harness Co., Gananoque, Ont.; Heney Carriage & Harness Co., Montreal; Lamontagne, Ltd., Montreal; Kellys, Ltd., Halifax, N.S.; Sackville Manufacturing Co., Ltd., Sackville, N.B.; Standard Manufacturing Co., Middle Sackville, N.B.; A. E. Wry, Ltd., Sackville, N.B.

Leather:—Beardmore & Co., Toronto; Bonner Leather Co., Montreal; Duclos & Payan, St. Hyacinthe, Que.; L. Higgins & Co., Moncton, N.B.; Fortier Nazaire, Quebec, Que.

Trunks: Adams Bros. Harness Mfrs., Toronto; Hugh Carson, Ltd., Ottawa; Christie Bros. & Co., Amherst, N.S.; A. Jennings & Co., Montreal; Mussens, Ltd., Montreal.

Crockery: Toronto Potteries, Dominion Bank Bldg., Toronto; Ontario Crockery Co., London; Belleville Pottery Co., Belleville, Ont.

Tin and Enamelware: The McClary Co., Ltd., London, Ont.; the Thomas Davidson Co., Montreal.

Cutlery:—H. S. Howland, Toronto; Rice Lewis, Toronto; Wood, Vallance, Hamilton, Ont.; James Lewis, Lewis Bros., and Caverhill, Learmont Co., Montreal.

Overalls:—Kitchen Shirt & Overall Co., Brantford, Ont.; R. G. Long & Co., Ltd., and Hamilton Carhartt Cotton Mills Co., Toronto; Peabody Overall Co., Windsor, Ont.; Clayton & Son, Halifax, N.S.; Maritime Hat & Cap Co., Truro, N.S.

Shirts:—Long Shirt Co., Kitchener, Ont.; Kitchen Shirt & Overall Co., Brantford; Deacon Shirt Co., Belleville, Ont.; Cluett, Peabody Co., Troy, N.Y.

Pants and Suits:—Fashion Craft, Fit Reform, Alphonse Racine, Campbell Manufacturing Co., Wearbest Clothing Manufacturing Co., all of Montreal; Walter Blue & Co., Sherbrooke, Que.; Copley, Noyes & Randall, Hamilton, Ont.; Cook Bros. and Allan, House of Hobberlin, W. J. Keens & Co., of Toronto.

Please give me the names of some potato dealers in Prince Edward Island.—P. Paquet, East Windsor, Que.

Ans.—The names of some Prince Edward Island dealers are: G. A. Toomb and Carvell Bros., Charlottetown; Pool & Thompson, Montague; James Reid & Co., Summerside; Estate of James Kennedy, Kensington, P.E.I. The largest operators in the Maritime Provinces are the New Brunswick Potato Exchange, with headquarters at Woodstock, N.B. They also have offices in Montreal and Toronto.

Will you tell me if I am to get a license for my grocery store, and if so, where to apply?—A. Giovetti, Sherbrooke, Que.

Ans.—Yes. Apply to Henry Amphlett, Director of Licenses, Canada Food Board, Ottawa, Ont.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

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Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

ADVANCES in three brands of sugar have been made during the week, two of 40c and one of 15c per 100 pounds. One refiner has established a new list of differentials which shows considerably higher levels. Shipments continue to show slight improvement but the demand still exceeds the supply.

New prices established on rices range from ½c to 1c per pound higher, every line being affected by this latest revision. The uncertainty still existing with reference to further shipments of Eastern rices has firmed the market at the new quotations and the future, in the case of the rumored embargo by the Japanese Government against shipments becoming effective, does not look encouraging. Stocks at present in the country are in fair shape.

Importation of all goods which come by water is becoming increasingly difficult with the possible exception of sugar. It is rumored that all imports of grapefruit and citrus fruits via New York from West India ports will be stopped after April 15, the tonnage to be used in transporting sugar. Indications point to European dried fruits and nuts, after all the formalities of having shipments released have been gone through, coming by schooner instead of steamer. With the increased insurance and freight rates this would entail it looks as though further supplies will not be made to this country.

Fruits and vegetables from the South are coming through in fairly liberal quantities. Strawberries have shown a tendency to stiffen in price and latest crop reports may further accentuate this situation. Tomatoes coming through are very good quality and considerably easier in tone. A car of new Bermuda potatoes has been received during the week.

No change in the flour situation is evident although mills are enabled to operate more nearly to capacity. Mill feeds continue in heavy demand. Further shipments of corn reaching the market will improve the output of mills for the various products. Business, though not heavy, is in fair volume.

QUEBEC MARKETS

OWING to the failure of the Montreal mail to arrive on time, it has been necessary to omit a certain percentage of the general Quebec markets. The produce section reports, however, appear in full.

Cassias And Cloves Marked Higher

SPICES.—Advances have been made on some lines of spices and the most noticeable are those for cassias and cloves. Pure cassias are quoted at 35c and cloves as high as 75c lb. This follows the definite forecast made in CANADIAN GROCER last week. Trading is reasonably fair and all prices hold firm. Various lines are naturally becoming decreased in volume on spot, although there would not be so close a situation were delivery improved to any great extent.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	0 70	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	0 22	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Tomatoes Lower; All Fruits Are High

Montreal.

FRUITS AND VEGETABLES.—There is a fairly good demand for vegetables. In some cases the advance of the season has tended to lower prices. Potatoes are easy. The arrival of three cars of tomatoes from Florida this week has reflected itself in considerably lowered prices. New Florida cabbage is lower to $3.75 per crate. Florida celery has been reduced from 25 to 50c per crate. Cucumbers are lower, and the oversupply of red onions has made a weaker tendency, 70-pound bags of these selling as low as $1. Mushrooms, and watercress also, have been marked down. There has been but one car of oranges in this week, while there are usually 4 to 5 on an average. Prices on all fruit rule high. New strawberries are now plentiful and are down to 19c for pint boxes.

Bananas (fancy large), bunch	4 00	4 50
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos	....	5 50
Oranges, California navels	9 00	10 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Grape fruit, Cuban	4 00	4 50
Grape Fruit, California	5 00	6 00
Grape fruit, Florida	5 00	6 00
Lemons (fancy new Messina), as to size	5 50	8 50
Lemons, California seedless	....	5 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 64	....	4 75
Grape fruit (fancy Porto Ricos) 54, 46	....	4 25
Pineapples, Cuban, grate	....	5 00
Grapes, Malaga (keg)	7 00	7 50
Pineapples, Florida	6 50	7 00
Grapes, Malaga, medium	....	10 00
Cocoanuts (sack)	7 25	9 00
Strawberries (Louisiana)	0 19	0 22
Apples, (bbls.)—		
Fameuse	7 00	8 50
Baldwins	4 00	4 50
Russets	4 50	5 00
Apples, boxed	....	2 75
Pears (eating), small lots only, doz.	0 30	0 60
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 00
No. 2	....	3 25
Boxed apples (all sizes)	....	2 75
Rhubarb, doz.	1 50	1 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	....	1 75
Cabage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate	....	3 75
Cabbage, New Florida, hampers	....	1 85
Celery, Canadian, per doz.	0 50	1 00
Celery (Wash.), doz.	....	1 50
Celery, Florida	2 75	3 00
Cucumbers (Boston), doz.	2 00	2 50
Horseradish (Can.)	....	0 20
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Mint	....	0 60
Leeks	....	5 00
Onions, red, 100-lb. bag	....	2 50
Onions, red (70-lb. bag)	....	1 00
Oyster plant	....	0 75
Parsley (American)	....	2 00
Parsley (Canadian)	....	0 50
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Potatoes (sweet), per hamper, as to size	2 50	4 50
Potatoes, bag	1 50	1 60

Potatoes (New Brunswick), bag.	....	1 75
Carrots, bag	0 75	1 00
Beets, bag (60-lb. bag)	....	0 75
Parsnips (60-lb. bag)	....	1 00
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	....	6 75
Lettuce, curly (3 doz.)	....	2 50
Lettuce, curly, dozen	....	0 60
Lettuce, Boston, hothouse (2 doz. in box)	2 25	3 25
Lettuce (Florida), hamper	2 75	4 00
Lettuce, California, 5 doz.	5 50	6 50
Mushrooms (lb.)	....	0 75
Cranberries (Cape Cod), box	....	5 50
Do., per gallon	....	0 90
Watercress (Can.)	....	0 30
Watercress (Amer.)	....	1 25

ONTARIO MARKETS

TORONTO, April 10.—The uncertainty of further supplies of rice reaching the local market is a disturbing element in the developments of the week. Prices have advanced on practically all lines from ½c to 1c per pound, and orders for future delivery are being held up pending confirmation, or otherwise, of the rumored embargo placed by the Japanese Government on shipment of this commodity. Advances in sugar are reported of from 15c to 40c per 100 pounds, and in at least one instance the differentials have all undergone revision upward. Price changes for the week have not been numerous, though among the lines affected are tobacco, salt, Crisco, jelly powders, cotton twine and cotton clothes lines. Strawberries are slightly firmer for the week. Heavy rains in Louisiana over the week end may militate against further shipments reaching this market owing to product being sandy. The restrictions on shipping are being felt in the West Indian grapefruit and citrus fruit markets, the European dried fruit market, and the nut markets. Business is in fair volume.

Advances In Sugars; Differentials Changed

Toronto.

SUGAR. — Advances are reported in three lines of sugars during the week, St. Lawrence and Dominion each going up 40c, and Acadia 15c per 100 pounds. The differentials on St. Lawrence have all been changed as outlined below. The situation re Cuban raws show signs of improvement, and it is thought likely that 300,000 tons may be handled this month. Dutch shipping is already being placed in the sugar service, and the next couple of months should see supplies assume a more nearly normal position. Locally improvement continues to manifest itself and there is a more optimistic feeling over the outlook. Some reports from Cuba indicate that the crop is not so well preserved and that there may be some shrinkage in the outturn. What this may be is as yet impossible to determine. The last car of the Michigan beet crop has been shipped. Prices locally, including the additional 3c freight advance, are given out as follows:

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	8 97
Can. Sugar Refinery, extra granulated	8 57
Cases, 10-lb. tins, ½ doz. to cs.	**4 95**
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: — 25-lb. sacks, 10 cents over 100-lb.; 20-lb., 15 cents advance; 10-lb. gunnies 20c. advance; 5-lb. gunnies, 40c. advance; 5-lb. cartons, 25c. advance; 2-lb. cartons, 30c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Tobaccos Register Advance; Salt Higher

Toronto.

TOBACCOS; SALT.—An advance in the selling price and a new range of sizes have been made in MacDonald's tobaccos. Prices now for 12s, the new size are: Prince of Wales,, $1.04 per lb.; Napoleon, $1.04 per lb.; Brier, $1.04 per lb. T. & B. plug tobacco in new size cads are selling for the 10c plug, 72 plugs in cad at $6.19, and 20c plugs, 54 in a cad, at $9.29 per cad. New prices issued on salt are at higher levels also, the Purity, 24 10c selling at $1.90 per case, and Regal, 24 10c at $1.85 per case. Cotton clothes lines are again higher, and cotton twine up another 2c per pound is selling for the 3-ply at about 67½c, and 4-ply at about 70c per pound. Crisco has also gone to higher levels, the new quotations being made at $11 per case. Jello at $1.15 per dozen, and Shirriff jelly powders at $1.15 per dozen, or $1.10 in gross lots, are also higher.

Increased Freight Rates May Be Prohibitive

Toronto.

MOLASSES, SYRUPS. — Latest advices indicate that freight rates on West India shipments of molasses range from four to five times higher than formerly ruling, and in some quarters it is felt this may prove prohibitive for marketing here. Barbadoes are still reported in transit and when they will reach destination is a question. High grade molasses are generally reported scarce, though local stocks are in fair shape and experiencing a very good demand. Corn and cane syrups show no disposition to change.

Corn Syrups—		
Barrels, per lb.	**....**	**0 07**
Cases, 2-lb. tins, 2 doz. in case	**....**	**4 65**
Cases, 5-lb. tins, 1 doz. in case	**....**	**5 20**
Do., No. 1 yellow	**....**	**3 14**
Half barrels, ¼c over bbls.: ¼ bbls., ½c over		
Cane Syrups—		
Barrels and half barrels, second grade, lb.	**....**	**0 06**
Cases, 2-lb. tins, 2 doz. in case	**5 05**	**5 25**
Molasses—		
Fancy Barbadoes, barrels	**0 98**	**1 00**
Choice Barbadoes, barrels	**0 88**	**0 90**
West India, ½ bbls., gal.	**0 55**	**0 65**
West India, 10-gal. kegs	**....**	**6 50**
West India, 5-gal. kegs	**....**	**3 25**
Tins, 2-lb., table grade, case 2 doz., Barbadoes	**....**	**4 75**
Tins, 3-lb., table grade, case 2 doz., Barbadoes	**....**	**6 40**
Tins, 5-lb., 1 doz. to case, Barbadoes	**....**	**5 30**
Tins, 10-lb., ½ doz. to case, Barbadoes	**....**	**5 20**
Tins, 2-lb., baking grade, case 2 doz.	**....**	**3 50**
Tins, 3-lb., baking grade, case of 2 doz.	**....**	**4 60**
Tins, 5-lb., baking grade, case of 1 doz.	**....**	**3 90**
Tins, 10-lb., baking grade, case of ½ doz.	**....**	**3 75**
West Indies, 1½, 48s	**....**	**5 00**
West Indies, 2s, 36s	**4 00**	**4 25**

Good Movement Canned Vegetables; Little Change

Toronto.

CANNED GOODS. — Reports from some quarters indicate a very free movement of canned vegetables and stocks generally are equal to the demand though a scarcity of beans has been recorded. No change in prices has been made in the regularly listed lines, but a revision of quotations on herring and sardines is given out. Kippered herring, oval tins, 48, are selling at $2.25 dozen, and in tomato sauce at same price. Brunswick sardines at $7 a case or 7½c per tin in smaller quantities, and Snow & Lee ¼s at $17 case or 17½c per tin in smaller quantities represent advanced figures. St. Williams marmalade in four lb. tins is quoted at 68c per tin. Huron apples, gallons, six in a case are quoted at $5.50 dozen.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	**3 75**	**3 85**
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	**3 10**	**3 25**
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 25
Peas, early June	2 00	2 32½
Beans, golden wax, doz.	1 85	2 10
Beans, Miget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 45	2 75
Pumpkins, 2½s	**1 80**	**2 10**
Spinach, 2s, doz.	**1 80**	**2 40**
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	**3 00**	**3 25**
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	**1 75**
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	**3 00**	**3 25**
Strawberries, 2s, H.S.	**3 00**	**3 40**
Jam, raspberry, 16 oz., doz.	**2 90**	**3 30**
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 83	0 90
Do., black currant, 4-lb. tin	0 77	0 88
Do., strawberry, 4-lb. tin	0 83	0 90
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	**3 45**
Red currants, doz.	....	**3 45**
Raspberries, doz.	3 40	3 60
Strawberries	**3 50**	**4 40**

Outlook For European Fruit Not Encouraging

Toronto.

DRIED FRUITS. — Shipments from

Europe have been greatly restricted during the past year, and further difficulties have developed in that all steamers are likely to be withdrawn from this service and only schooners used. Apart from the time required for shipments to come by this method, there is the question of additional insurance and heavier freight rates which are very likely to add so to the cost of the goods that sales can not be effected. The result will probably be that further shipments of dried fruits from this source will not be forthcoming Orders for apricots are being booked at opening prices, which it is thought will not be much, if any, higher than those ruling last year. In raisins, 4-crown loose muscatels in boxes of 50 lbs. are being sold at 12½c per pound, delivery from stock. Orders for baker's seedless, in 50-lb. boxes, are being taken at 15½c per pound against arrival. Shipment of dates is still in transit. Prunes remain firm and unchanged.

Apples, evaporated	0 21	0 22
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, pkgs., 3 doz. in case	4 50	4 75
Dromedary dates, 3 doz. in case	....	6 00
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadré figs, mats, lb.	0 13	0 14
Cal., 6 oz., doz.	....	....
Cal., 10 oz., doz.	....	1 45
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 12	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Demand For Teas Continues Heavy

Toronto.

TEAS.—The demand continues in good volume and orders are going out freely. The future of the tea market hinges largely on the question of transportation. There has been a big movement of Java teas to the United States and Canada during the past year, but if the tonnage used in this service is taken away altogether or greatly curtailed the result is not hard to determine. Ceylon and India teas are increasingly hard to get and with supplies of Javas cut down it would not be many months before stocks reached a pretty low level. However, present stocks are ample and as with other lines one can only wait and see.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas—		
Early pickings, Japans	....	0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee In Strong Position; Little Change

Toronto.

COFFEE.—The position of coffee is one of strength. Though in some quarters, ample supplies are available, spot stocks generally are low, and the recent Government order for about 40,000 lbs. of Santos will very likely be felt under present conditions. Business is good and no change in prices has been made.

Coffee—		
Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica	....	0 40
Mocha, Arabian, lb.	....	....
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	....	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Many Advances Made In Spices

Toronto.

SPICES.—The very firm situation existing in practically all lines of spices has made itself felt in revised prices being issued in some quarters at considerably higher levels. Activity in the United States markets is very noticeable. Cassia is very scarce, and dealers will pay nearly any price to get delivery. Large buyers are placing orders at open prices, indicating that delivery is of greater importance than price, and even on these terms uncertainty must mark the future position of spice stocks in this country. Every package of celery seed was absorbed last week in New York, and a firming up of prices has followed. Locally, the range now is from 40 to 60c per pound. Cassia has narrowed in range in some quarters: 38 to 40c per pound being quoted, while 30c is lowest quotation given out. Cloves declined in the South 3c per pound, though no particular reason was assigned for this action. Quotations now being made are included in the range of figures given herewith:

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 40
Cinnamon	0 40	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 25	0 35
Pickling spice	0 22	0 25
Peppers, black	0 38	0 42
Peppers, white	0 40	0 48
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 40	0 60
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Almonds Very Firm; Brazils Take Shut Off

Toronto.

NUTS.—The present market on almonds is very strong and indications are that prices will go to considerably higher levels. No change in prices locally has yet been noted. In the New York market there are no Brazils offering, and after April 15 further shipments to this port are to be suspended, so the future holds little promise of supplies. Europeans nuts, if permitted to come at all, will very likely have to sail in schooners as all steamers are being requisitioned by the various governments for their own use. Cocoanuts, 150's are higher at $8.50. Other lines show no revision locally.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., No. 1 Virginia, roasted	0 21	0 22
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s, 150s	7 50	8 50
Shelled—		
Almonds, lb.	0 40	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

No Change Apparent In Bean Situation

Toronto.

BEANS.—There has been nothing of moment to record during the week in the bean markets. Orders are going out in fair quantities and no news of an interesting nature has been given out. Prices remain unchanged at figures given herewith:

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	9 00
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 60	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 18½	0 22

Rice Outlook For Future Serious

Toronto.

RICES.—Confirmation of the rumor as reported in last week's issue of CANADIAN GROCER to the effect that the Japanese Government had placed an embargo on the shipping of all rice is not yet available. Orders placed during the past week, however, are either being refused, or held up by some importers, and prices have been withdrawn. The general feeling is that the embargo if placed is to use the shipping in some other service as reports indicate no shortage of supplies. As Japanese shipping has been utilized largely in carrying all Eastern rices, the outlook is anything but prom-

ising for the future. New prices established during the week range from ½c to 1c per pound higher on practically all lines, as will be noted in quotations below. Stocks locally are reported in very good condition and no immediate shortage is expected.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas	....	11 75
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	9 75
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Market Holds Firm On Package Goods

Toronto.

PACKAGE GOODS. — The market throughout remains firm and there have been no new developments during the week. The demand is normal for this time of year. Prices are unchanged.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 75	6 35
Rolled oats, round, regular 18s, case	2 05	2 30
Rolled oats, square, 20s	....	5 80
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11
No. 2, pound cartons	....	0 10
Starch, in 1-lb. cartons	....	0 11
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09½

Honey Stocks Low; Maple Syrup Arriving

Toronto.

HONEY, MAPLE SYRUP. — Little change is to be noted in respect to honey during the week. Prices hold firm and stocks generally are reported low.

The new quotations on Small's maple syrup are being made on the following basis: 16 oz. bottles, $7 case 24; 32 oz. bottles, $6.30 case 12; 40 oz. tins, $14.90 case 24; 80 oz. tins, $14 case 12. Shipments of new maple syrup are arriving in larger quantities and a fair demand is in evidence.

Honey—		
Clover, 5 and 10-lb. tins	0 22	0 23
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, gallon tins, 6 to case	11 00	12 60
No. 2, half gal. tins, 12 to case	12 25	14 20
No. 3, quart tins, 24 to case	12 25	15 55
No. 3, quart bottles, 12 to case	5 50	7 00
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Strawberries In Firm Tone; Pineapples Easier

Toronto.

FRUIT.—A firmer tone has developed in respect to strawberries, and whereas present offerings are of very good quality, the future is uncertain and holds promise of higher prices. Advices from Louisiana indicates that heavy rains over the week end will mean "sandy" berries and further supplies may not be brought forward to the local market from this field. Present stocks of strawberries are offering for the pints 18 to 21c, and quarts 30 to 40c per box. Further shipments of pineapples are in and prices are easier at $6.50 to $7.50 per case. Restricted shipping space and smaller supplies will have a tendency to hold the market at about its present level. Florida grapefruit is about done, and Cuban and Porto Rican are slightly firmer with fair supply on the market. It is rumored that all shipments of grape fruit and citrus fruits via New York from West India ports will be stopped after April 15, as space is wanted for sugar. Five cars of Messina lemons, representing the first direct importations, have arrived on the local market, quality and condition being reported good. Odd cars of Valencia and Mediterranean sweet oranges are arriving, prices remaining unchanged at figures given last week. A supply of boxed apples is available and the demand is fair. Canadian box apples are being offered, Baldwins and Golden Russetts selling at $2.50 per box.

Apples—		
Boxes (Arkansas Blacks)	3 00	3 25
Winesaps, box	3 00	3 25
Rome Beauty, box	2 90	3 25
Ontario—		
Baldwins, No. 1, bbl.	6 50	....
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree runs	5 50	....
Mann, No. 1, bbl.	....	6 00
Do., No. 2, bbl.	....	5 00
Pewakee, No. 1, bbl.	5 00	6 00
Do., No. 2	4 00	5 00
Starks, No. 1, bbl.	5 00	6 00
Do., No. 2	4 00	5 50
Ben Davis, No. 1, bbl.	4 00	5 00
Do., No. 2, bbl.	3 50	4 00
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1	....	5 50
Do., No. 2	....	4 50
Wagner, No. 1	5 00	6 50
Do., No. 2	4 00	6 00
Starks, No. 1	5 00	5 50
Do., No. 2	4 50	5 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 00
Grapefruit—		
Jamaica, 46s, case	....	....
Do., 64s, 96s, case	....	....
Do., 80s	....	....
Florida, 36s, 46s, case	5 00	5 50
Do., 54s, 64s, 80s, 96s	5 00	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	5 00	5 50
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	....
100s	5 50	6 00
126s	6 50	7 00
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s	....	....
126s	....	7 50
150s	....	8 00
176s, 200s, 216s, 250s	....	8 00
Lemons, Cal., case	....	7 00
Do., Messinas, box	6 00	6 50
Pears, Cal., box	....	....
Pineapples, Porto Rican, cs. 24-30s	6 50	7 50
Rhubarb, dozen	1 10	1 50
Malaga grapes, keg	....	....
Strawberries, pints, 24s	0 16	0 21
Do., quarts	0 30	0 40

Tomatoes Register Decline; Florida Cabbage Easier

Toronto.

VEGETABLES.—Further arrivals of tomatoes are due this week and lower prices have been established, the range being from $5 to $6.50 per case. Those available last week were said to be of fine quality and shipments due this week are expected to be even better. Florida cabbage is easier at $3.25 per crate, a decline of 25c over last week's figures, though prices range as high as $4. Florida cucumbers expected this week are being quoted at $5.25 per hamper, and green beans at $5 per hamper. California asparagus is arriving freely, crates of 12 bunches selling at $7.50 to $8, single bunches 65 to 70c each. A lower quotation on Spanish onions is being made in some quarters, the tendency being to clean up stocks. Texas onions are expected to move in a few days. The first car of new Bermuda potatoes has arrived and are being quoted at $10.50 per barrel or $4 per bushel. Florida celery at $3.25 is 25c higher than quotations of last week. California cauliflower is also up 25c per crate as noted in prices below.

Beets, bag	0 90	1 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel	3 00	3 50
Carrots, bag	0 50	0 60
Celery, Ontario, doz.	....	....
Do., California, case	5 00	6 50
Cucumbers, Boston, doz.	3 00	3 50
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hampers	2 00	3 75
Mushrooms, basket	2 75	3 50
Onions—		
Spanish, crates	4 00	4 50
Spanish, half crates	2 00	2 40
Do., Canadian, 75-lb.	1 25	1 75
American, 100-lb. sacks	2 00	2 50
Potatoes—		
New Ontario, bag	1 75	1 90
N.B. Delawares	1 80	2 00
P.E.I., bag	....	1 75
Sweet, hamper	....	5 00
Spinach, box	0 60	0 75
Tomatoes—		
Floridas, 108s, 120s, 144s, 180s, 216s, case	5 00	6 50
Parsnips, bag	0 90	1 35
Parsley, doz. bunches	0 75	1 00
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 65

Flour Moving Along In Same Channels

Toronto.

FLOUR.—The movement of wheat continues to show improvement, and mills are nearly all operating full time again. However, there is little to report outside of increased production. Government prices remain unchanged, and the business is following its prescribed channels.

War grade, 74% extraction—	
Manitoba spring wheat.	11.10 / 11.30
Ontario winter wheat.	10.80 / 11.10
Blended, spring and winter	10.85 / 11.20

Orders For Mill Feeds Continue Heavy

Toronto.

MILL FEEDS.—Orders continue to come along in large numbers and mills are doing their best to get shipments away in good time. However, they have by no means caught up with the accumulation of business and expect it will be some time before the situation becomes more nearly normal.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40
Special middlings	.....	.....
Feed flour, per bag	.....	.....

Increased Receipts Corn; Barley Very Firm

Toronto.

CEREALS.—Shipments of corn continue to arrive in very fair quantities and orders are being cleaned up as quickly as possible for cornmeal, etc. Corn flour is reported scarce and in big demand owing to its being substituted in many cases for wheat flour. Barley is reported very firm, and in some quarters higher prices are looked for. Rolled oats has firmed considerably, and there is some talk of an advance in this line too.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$7.35-$ 7.95	$ 8.00-$ 9.50
Barley, pot, 98s	6.00- 6.50	6.00- 7.50
Cornmeal, 98s	6.50- 7.00	7.00- 7.25
Corn flour, 98s	....	6.50- 7.35
Farinas, 98s	....	....
Graham flour, 98s	5.60-	6.00- 7.00
Hominy grits, 98s	....	6.50- 6.60
Hominy, pearl, 98s	....	6.50- 6.60
Rolled oats, 90s	5.65- 5.90	5.85- 6.10
Oatmeal, 98s	6.50- 7.00	6.40- 7.00
Rolled wheat, 100-lb. bbl.	....	6.50- 7.00
Rice Flour	....	9.00- 12.00
Wheatlets 98s	....	....
Peas, yellow, split	9.50- 10.00	10.00- 10.50
Blue peas, lb.	....	0.13- 0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, April 10.—Everybody realizes that supplies are hard to get, and that the situation will be serious from now on. Jobbers are buying almost anything they can lay their hands on. One does not hear very much to-day about embargoes, but by means of license the United States Government is making it difficult to secure supplies of anything from across the border. Cornmeal is said to be almost unprocurable; United States mills are asking Winnipeg jobbers to take 75 per cent. of their orders in corn flour.

Manufacturers of corn syrup have withdrawn prices, and it looks as though an advance will take place. New prices have gone into effect on both Siam and Japan rices. Fancy roasting peanuts are bringing 20c sacks, and special Jumbos 22½c. Barley is higher—pot 98's, $5.35; pearl, $7.60. Evaporated apples are declining fast, having reached 19c for 50-lb. boxes.

No Hope Yet For Better Sugar Situation

Winnipeg.

SUGAR.—Conditions are practically the same as they have been, i.e., jobbers are able to secure only a small portion of what their customers require. Refiners state that these conditions are likely to continue for some time. The trade are not getting a quarter of what they have been used to, which is perhaps best, as the opinion prevails that more sugar was being used than was really required. There are many retailers in the country who are out of sugar altogether, and there were many retailers in Winnipeg who had no sugar at all, but are now receiving supplies. The retail trade have been having considerable to say about matters when writing to their jobbers, indicating that they are feeling the shortage very acutely.

Corn Syrup Withdrawn Temporarily

Winnipeg.

SYRUP.—Corn syrup is said to be getting very scarce owing to the difficulty refiners experience getting corn from the United States. Prices on corn syrup were withdrawn by the manufacturers two weeks ago. It is expected by the trade that when manufacturers come back that their price will be higher. The only cane syrup that comes on this market is Rodgers' syrup, and at the moment it is off the market on account of scarcity of raw sugar.

Evaporated Apples Drop Still Further

Winnipeg.

DRIED FRUITS.—Practically all lines of California dried fruits are very firm. Prunes—Large prunes are scarce and high in price. The prune market generally is very firm. Peaches—This line is bringing high prices, viz., 16c for 25's and 17c for 10's. Currants—Bulk currants are practically off the market. Raisins—The market is very steady, but no advance is looked for, all local wholesalers seeming to have bought ahead in sufficiently large quantities. Evaporated apples—The market is very weak, bringing 19c for 50-lb. boxes, and are only selling fair at that price.

Much Firmer Market On White Beans

Winnipeg.

BEANS.—The market is firm, i.e., for good quality beans. Of late there have been some poor quality beans offered on this market, and in some cases jobbers have refused to accept them. About the lowest price that fancy white Burmas can be bought for to-day is $6.10. Split peas are costing $10.55 for 98's and $5.35 for 49's, while whole green peas are quoted at 11¾c per lb. There has been an advance in barley, which is now offered as follows:—Pot 98's, $5.35; pearl, 98's, $7.60.

Barley—	
Pearl, 98-lb. bags, per bag	7 60
Pot, 98-lb. bags, per bag	5 35
Beans—	
Lima, large, about 80-lb. bags, per lb.	0 17¼
Lima, small, 100-lb. bags, per lb.	0 14
Fancy white, bushel	6 10 6 50
Peas—	
Split, 98-lb. bags, per bag	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50 5 00
Whole, green, lb.	0 11¾

Quotations To Retailer Higher On Rice

Winnipeg.

RICE.—On account of the very firm condition of the rice market in the Orient, all prices in this market advanced lately. New quotations are:—Siam, 100's, 8¼c; 50's, 8⅜c. Japan fancy, 100's, 9c; ex. fancy, 100's, 10c. Jobbers state that Siams would cost 10 per cent. higher if they went into the market to buy to-day, which would be equal to a selling price to the retailer of 9¼c.

Extra fancy Japan, 100-lb. bags	0 10
Fancy Japan, 100-lb. bags	0 09
Choice Japan, 100-lb. bags	0 08
Siam, 100-lb. bags	0 08¼
Tapioca, lb.	0 13½ 0 14
Sago, lb.	0 11

Canned Salmon Good Value To-Day

Winnipeg.

CANNED GOODS.—All lines of canned goods are very firm, and there is a big demand for vegetables. Representatives of the canners are expected in Winnipeg next week. It is understood that the contract for new pack goods differs this year considerably from that of former years. Jobbers state that canned salmon is very good value at present prices; a number of wholesalers are selling at the same prices as they did last fall when the goods arrived, whereas canned salmon cannot be bought on the Coast at prices being quoted to the retail trade to-day.

Shipping Difficulties Hinder Coffee Shipments

Winnipeg.

COFFEE.—Supplies are only being let into this country under a license, and difficulty is experienced getting supplies, particularly as it is almost impossible to secure steamship accommodation. As a result of this very few firms are quoting.

Substitute Corn Flour For Cornmeal

Winnipeg.

CORNMEAL. — Jobbers state that cornmeal is almost unprocurable. United States mills are asking them to take 75 per cent. of their orders in corn flour and only 25 per cent. cornmeal. Some of the jobbers have not yet agreed to this, as they are at a loss to know where to place the corn flour. It will be necessary for them to find a market before being able to get their supplies of cornmeal.

Higher Quotations Announced On Peanuts

Winnipeg.

NUTS.—Peanuts are still advancing. New quotations are:—Fancy roasted, 20c sacks; special Jumbos, 22½c sacks; ½c per lb. more for less than sacks. Shelled walnuts will be very high this season, as they are being offered in the primary market at 10 per cent. higher than jobbers are quoting to-day.

Big Decline In Onions; Oranges Very Scarce

Winnipeg.

FRUIT AND VEGETABLES.—New lines arriving are California asparagus,

28 lbs., $10; Florida tomatoes, 6-basket crates, $8; California rhubarb, 40-lb. boxes, $6 per box. California celery has jumped to $7, the end of the season being near. Valencia onions have dropped again to $4.75 per large case; yellows and reds are down to $2 per cwt. Radishes have dropped to 60c per doz. Navel oranges are off the market, and all oranges are very scarce. Mediterranean Sweets are being offered at $7.50. Strawberries are still bringing the same price, viz., $5 per case of 24 pints and $10 for quarts. There seems to be a good supply of apples.

Asparagus, Cal. 28 lbs.	....	10 00
Artichokes, doz.	....	2 50
Cabbage, lb., local	....	0 05½
Cauliflower, Cal., doz.	....	2 50
Celery, Cal., crate 100 lbs.	....	7 00
Potatoes, Albertas	1 00	1 10
Potatoes, sweet, hamper	....	6 00
Carrots, cwt.	....	2 50
Carrots, new, doz.	....	1 25
Turnips, cwt.	....	2 00
Head lettuce, Cal., doz.	....	1 00
Head Lettuce, Cal., case 4 doz.	....	4 00
Tomatoes, Florida, 6-basket crate	....	8 00
Onions, Valencias, large case	....	4 75
Onions, yellow and red, cwt.	....	2 00
Radishes, doz.	....	0 60
Parsley, imported, doz.	....	0 50
Parsnips, cwt.	....	4 00
Brussels sprouts, lb.	....	0 20
Rhubarb, Cal., 40-lb. box	....	6 00
Shallots, doz.	....	1 25
Fruits—		
Apples	2 25	3 00
Oranges	....	7 50
Lemons, Messinas	....	7 00
Lemons, Cal.	....	8 00
Bananas, lb.	....	0 07
Grapefruit, Florida, case	5 00	5 50
Strawberries, Louisiana, case 24 pts.	....	5 00

INCREASED PRODUCTION OR STARVATION

Dr. W. T. Robertson, of the Food Board staff, addressing the Canadian Club, Montreal, stated that there was not enough food on our side to free us from anxiety and danger of famine this year or next year, even if peace should be won before the winter comes, and if we all produce only as much as we used to produce, and eat as much and waste as much as we used to eat and waste, the privation among our allies will become still greater, privation which is almost certain to mean starvation for women and children and the weakening of our position in the war.

NIAGARA DISTRICT FRUIT PROSPECTS BRIGHT

W. A. McCubbin, who is in charge of the Field Laboratory of Plant Pathology of the Department of Agriculture at St. Catharines, and is, therefore, in the best possible position to forecast the probabilities of the coming season's fruit crop, writes as follows regarding the subject:

"So far as I can learn the prospects are fairly good at present, especially around the district of St. Catharines which I am most familiar with. The winter was very severe, but the buds were in a very undeveloped condition, which probably saved them from injury by the cold weather. However, there has been some killing, although in my experience not sufficient to be considered serious for the crop. The buds this year are very small and much fewer than normal. They are, however, quite perfect and generally speaking the outlook is favorable to a fair or even a good crop."

We find the CANADIAN GROCER a very beneficial paper as during these times there are so many items of interest which a grocer should know and we believe will be a great help both for the market imports and other topics of the day.

HANCOCK & CO.,
10 West Main St., Galt.

I have sold my business to F. H. Anderson, and you will please send the CANADIAN GROCER to his address, Port Rowan, R. R. No. 2. I have been in this store for twenty-one years and I could not get along without it as it keeps me posted in prices.

G. F. DURKEE,
R. R. No. 2, Port Rowan, Ont.



An interesting window display that may present suggestions for other merchants.

FROM STREET SWEEPER TO MULTI-MILLIONAIRE

The Story of Christian Girl, as Told by Himself—And Some of His Business Ideas

Christian Girl, the president of the Standard Parts Co., of Cleveland, a $35,000,000 corporation, tells the story of his career in the *American Magazine*. It was a spectacular climb from street sweeper to millionaire, and, as told by Mr. Girl, it makes fascinating reading. He says, in part:

So I became a street-sweeper—and tried to keep the street which I swept more tidy than it had ever been before.

Before long, however, I got a job driving a milk wagon, and then a laundry wagon. For some time I worked at various places as driver, and I was fairly content, for I like horses and could handle them well.

Then, one day I took it into my head to try for a place in the postal service. I passed the civil-service examination and in due course became a mail collector. Later I was a letter carrier. I used to collect and deliver mail at the Perry-Payne Building, which was a hive of big steel men —Mark Hanna and others. I don't recall now whether it was because the mail of these concerns looked so important or just what the reason was, but I do know that while I was handling their letters I became impressed with the fact that the steel business must be a great business, and I determined that some day, when opportunity offered, I was going to get into a line of business connected with the steel industry.

While still in the mail service I got to acting as broker in occasional real estate transactions, and gradually built up a small clientele in real estate. I was able to save a little money. In fact, I somehow got a reputation among others in the post office as one who could be called upon when small amounts of money were needed to finance a business enterprise. Several of my associates had made little inventions which they wished to place on the market, and one day I got in touch with a man who had invented a new kind of steel spring for automobiles. I became interested in the invention and, forming the Perfection Spring Company, put up all the money I could scrape together, amounting to nearly two thousand dollars.

I was made manager of the company at a salary of one thousand dollars—raised a little later to one thousand five hundred dollars a year—but during the first twelve months I drew out only three hundred and fifty dollars for living expenses, leaving the rest in the business. Our first manufacturing plant was in a blacksmith shop, but I was confident that we would soon outgrow that.

For some time I had been acquiring a business training in a peculiar way—by reading nearly every line in the newspapers and by doing the marketing for our home. When I first went into the mail service I used to report for duty at two o'clock in the afternoon. Along about eleven in the morning I would take my market basket and start down-town. But before starting I would fortify myself by studying the market page and reading the grocers' advertisements. I found that there was not a little skill in marketing economically, in knowing just when a time was advantageous for laying in a supply of potatoes, or sugar, and where to find a bargain in fresh fruits or a sugar-cured ham.

I became fascinated with marketing, and tried to go to the bottom of the thing. I read crop reports, considered the weather forecasts, and made an effort to know the exact reasons back of every fluctuation of prices. Then, aside from market matters, I unconsciously studied current events by going through at least two newspapers every day, simply because what I saw in the papers interested me. I even studied the want advertisements, because I found them another expression of what was going on about me, and what people were doing.

To-day, when I go into the market for steel, or other manufacturers' supplies, I apply much the same principles that I learned when buying groceries for our household. And I still find that a knowledge of current events, as gained from the daily papers, is a big help. The basic principles of business are, after all, rather simple.

As soon as I saw that we had stumbled into a business which had big possibilities I began to take it seriously to the extent of trying to equip myself to keep up with it. I got all the books I could on metallurgy and read them. And the moment we could afford it, I began to equip a laboratory in which we could learn more about spring steel. I felt that if we were to be successful at making steel springs, we ought to try to know more than anybody else about the nature of the material needed for our products. While I tried to find out all I could, in a scientific way, I realized my own limitations, and saw the wisdom of surrounding myself with experts who had more technical knowledge than I could ever hope to acquire.

Our venture into the steel spring business did prove successful, though we were often on the ragged edge of a crash, owing to the fact that the business grew more rapidly than the capital. It kept on growing and branching out until it became a really sizable institution. Not so long ago, our concern and several others making automobile parts consolidated into one big corporation, and the board of directors placed me at the head of it.

It has been such a comparatively short time since I was obliged to engage in the humblest kind of labor that I do not have much difficulty, as an employer, at looking at things from the angle of the employee. I feel that any employee doing conscientious work should have not only justice but friendliness from those over him. I have even gone so far as to make application of the Golden Rule, and tried to treat mean as I would like to be treated if I were similarly situated. Obviously, however, one cannot undertake always to give a man all that he thinks he ought to have. There might even be a situation where it would not be proper to pay a man all he is worth. If he fills his job, he should of course, be paid all that the job is worth —but no more.

Let me make myself clear: Sometimes a man is unquestionably too big for the job he occupies. In that event he should not have his salary raised while kept on the same job, but should be promoted to something more commensurate with his abilities, and then paid accordingly. If there is nothing available at which the full value of his talents can be utilized, then his employer owes it to the man and to his own organization to get rid of him. The man will fit better into the universal scheme of things somewhere else. To retain him where his powers are being wasted, and to pay him more than he is actually earning, simply because he might be worth more if in the proper niche, is illogical on the face of it and would help to throw an organization out of proper balance. I must say, though, that it's a poor executive who cannot find a way to make the right kind of use of a man who has outgrown one place and is ready for a bigger one.

It is better not to increase a man's salary too fast. The increase should be just rapid enough to give a man encouragement without turning his head. Occasionally, when a man begins to draw a lot more money than he has been accustomed to he gets the idea that his work in life has been accomplished and thinks there is no need of continued effort. This could be avoided by letting him taste of big money more gradually—just as an infant must be able to digest milk before it can have meat. Several small salary raises are quite likely to prove more advantageous all around than one big one.

Even more important, I find, than the proper adjustment of a man's salary, is the matter of keeping his authority commensurate with his responsibility. Nothing could be more unfair to a man than to load him up with responsibility without a corresponding amount of authority. Imagine the situation if an army officer were expected to maintain proper discipline when his men knew that he had not the power to enforce his orders.

Much of the success of a growing business depends, it seems to me, on the kind of men an executive is able to gather about him. Therefore, I hire men with great care. Next to making a wise choice of a wife, a man hasn't any much more important selective task to perform than finding the right people to conduct the various departments of his business. So seriously do I take this feature of my executive work that I try to pick men two or three years before I need them. I have in mind right now at least four men whom I hape to employ two or three years from now—by which time I expect my business to have grown enough to justify my using their services and paying what they are worth. This thing of selecting men so far in advance may be going somewhat to extremes, but it beats indiscriminate hiring and firing. How do I know the men I'm going to want? Simply by keeping my eyes and ears open. I meet a man, let us say, of unusual intelligence and training along certain lines. If he appeals to me, I may catalogue him as a man I'll be wanting later on, when I can afford him. Or I may hear talk about somebody who is doing important work conspicuously well in another organization.

Invariably fit a man to a job rather than a job to a man. To create a place for somebody is nearly always a big mistake. The more logical system is to search about for the man who exactly dovetails into a position that is vacant. Usually, when I have an important place to fill, I jot down all the requirements and then look for the man who has them. There are three esentials, however, which I always seek, regardless of the kind of job: I want honesty, enthusiasm, and genuine intelligence. By genuine intelligence I mean that a man should have not only knowledge but quick perception and imagination—the ability to think of things without being told. A man with this type of mind is much to be preferred over the man whose chief asset is mere experience. I'll take a chance on an inexperienced man if he is smart enough. When I say that I want a man to be honest, I mean that he must be honest *now*. I know several men who were not so honest at one time.

WHAT COULD YOU EXPECT?

It was nearly noon when the irate traveling man found the night clerk of the little hotel in a Northern Ontario town.

"I told you to call me for the seven o'clock train. Now I have to lose twenty-four hours' time. Why didn't you call me?"

"I couldn't very well," explained the clerk, cheerfully, "I just got up myself."

IS THIS THE TIME TO STOP ADVERTISING?

From an address by George Frank Lord, Director of Advertising, E. I. du Pont de Nemours & Co.

THE question I have been asked to discuss is one of the many growing out of the atmosphere of uncertainty that permeates the business world due to the unprecedented conditions that now exist.

It seems to me that this question and commercial America's answer to it is the crucial test of the progress of advertising.

If advertising is the power advertising men claim, there should be no doubt as to how that power can be used in the present emergency.

My observation and belief is that the reason for the existence of the question is that we advertising men have failed to sell advertising properly to our executives, because the average executive insists upon tying each year's expenditures to that same year's sales expectations. If the sales outlook is poor he wants to restrict his advertising, if good he is willing to increase it.

What we apparently have failed to do is to sell the really greatest power of advertising, and that is its ability to stabilize and develop the business advertised rather than the particular commodity chosen for merchandising.

If advertising is ephemeral, living or dying with the daily, monthly or yearly merchandising campaign, then we should surely trim our sails to meet the current shifting breezes.

If, on the other hand, advertising is a process of market development heading for a specific goal, we will push on through storm or calm, with or against the wind or current until that goal is reached.

History records that all great wars have been followed soon by periods of intense reconstruction. That the present war surpasses all others in magnitude and destructiveness only means that its sequel of reconstruction will also surpass all others in magnitude.

What shall be the part of this continent in the post-bellum reconstruction of the world?

Unless we decide differently our part will be chiefly that of the buyer of imports from a Europe struggling to restore and increase its commercial facilities.

All the European belligerents are bound to strain every resource to get as large a share as possible of the wealth that has been poured into this country since the war began.

"If this be true," a critic may remark, "how can we hope to sell in a larger way to countries that lack the money to buy?" The answer to this query is, in my opinion, that our export customer countries will have ample means or credit left to buy what they must have to exist as commercial nations.

Total U.S. exports in 1913 were only $2,450,000,000—a small sum compared with the combined war expenditures of the European belligerents. Their needs will be so urgent that it would not be surprising if our exports in the year following the war were to total $5,000,000,000.

As to the capacity of Europe to buy to that extent at that time, consider how quickly France paid to Germany what was expected to be a crippling war indemnity after the Franco-Prussian war.

But, in my opinion, the world market is not one from which we may expect our greatest commercial return. The greatest market for American products should be America.

We imported in 1913 goods worth in round figures $1,800,000,000, equivalent now at the current purchasing power of our money to nearly twice that sum.

For more than three years we have been obliged to produce in this country much of what was formerly imported, and with our war-born facilities we are going to be still less dependent on our imports than ever before.

In this period normal construction has been largely stopped in this country, particularly in that forerunner of trade—railroad construction.

With the major portion of the world's cash in American hands, can there be any doubt that in this country construction of railroads, homes, factories, and utilities and luxuries of every kind will leap forward at an unprecedented pace?

The demand for everything of use or beauty is bound to be tremendous. Those who have stopped the purchase of utilities or luxuries, either because not obtainable during the war or because their purchase price had been diverted to war expenditures, will want to make their deferred purchases as soon as the glad tidings of peace burst upon the world.

If America is unprepared for this business, our European trade rivals will be quick to take the fullest possible advantage of the free-for-all market.

Shall America let her dazzling wealth of to-day slip away to more enterprising nations that before the war and in the midst of war had ever before them gigantic world-wide plans of commercial conquest?

Shall we not rather start now to entrench American business against foreign attack and preserve for America the tremendous financial and commercial advantages a world revolution has thrust upon her.

Remember there will be no sentiment of human lives or liberty actuating any nation or individual in the vast commercial war to follow the war of arms. The bars will be down and only commercial efficiency will count.

The war has taught us that preparedness is really the longest word in the dictionary and also the strongest. We cannot start preparing for big business on the day peace is declared, any better than we started preparing for war on the day we declared war. We did not like to prepare for war because we did not want war.

But this does apply about preparing for business, because our worst enemies never accused us of not wanting business.

Most emphatically I believe that now is not the time to stop advertising. On the contrary, it is the time to start more and better advertising than we have ever done before.

It takes fully as much time to bring an advertising campaign into full action as a military campaign. We do not know how much or how little time we have to sell the Made-in-America idea to America and to the world at large.

We do know that we have right now all the resources necessary to make this country the most prosperous manufacturer in the world, as soon as we are able to turn our capital, facilities and organizations loose on peace products.

Why should we hesitate to show our faith in the future of America by building for that future?

WORTH PONDERING

If Wisdom's ways you'd wisely seek,
Five things observe with care:
Of whom you speak, to whom you speak,
And how, and when, and where.

NECESSARY SUPPLIES OF GARDEN SEEDS WILL BE AVAILABLE. PARSNIPS ONLY EXCEPTION

There will be a sufficient supply of all kinds of garden seeds this year, with the single exception of parsnips, states Fred Abraham, chairman of the Garden Section of the Canada Food Board.

"While it is desirable that gardeners should be careful of seed," continued Mr. Abraham, "there will be plenty for all purposes, except in the case of parsnips, of which there is a serious shortage.

"There are plenty of other vegetables, however, to take the place of these."

"Many dealers," Mr. Abraham stated, "are not carrying seeds this year, while all retailers are low in stock, possibly because of high prices. The wholesale stock, however, will be able to meet all demands. The price of seed in Canada, even so, is lower than in the United States."

FRENCH SUGAR BEET CROP

According to the figures recently published by the French secretary of agriculture, the sugar-beet crop in 1917 totaled 2,108,500 tons from 178,058 acres planted. In 1916 the acreage comprised 200,673, the production being 1,988,620 tons. In 1915 the acreage was 186,934, from which were produced 1,148,070 tons, while in 1914, 330,625 acres produced 3,751,000 tons of sugar beets.

NUMBER OF LICENSES REQUIRED

I would like you to advise me as to how many licenses will be required for my business. I have a grocery store with butcher shop in connection. I carry groceries, fresh and cured meats, fish, fresh fruits and vegetables, confectionery, soft drinks and oils.

Wm. Gemmill, Findlater, Sask.

Answer.—The number of licenses will be entirely dependent upon the proportion of business done in the different lines mentioned. There is no definite standard. The number of licenses you will require will be decided by the Canada Food Board on the basis of the details of your business as supplied to them. In our opinion you will probably require a license for both your grocery and your butcher business. That should cover it however.

DEAR SIR or MADAM:—

War conditions have made many changes in business, we have to pay Spot Cash for almost everything we get, or if not one week's credit is the limit. In order to meet these conditions and compete with Houses getting spot cash for their goods, we require money. Will you help us by paying your account promptly? Your account is due when rendered, we will allow you ten days for checking it, and would esteem it a favour to have your check on or before the 10th of each month. Failing to receive it, we will take the liberty of drawing on you through your Bank for the amount of your account due.

How a Toronto grocer features the need for a prompt settlement of accounts

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., April 9.—The placing of an embargo on the export of rice from Japan has found dealers here very short. Japanese beans are also practically off the market. Lard is scarce and firm at 30c. There is no change in butter prices, but stocks are low and an advance is expected. Prices are now a slight fraction only above Alberta, from whence present supplies are coming. The egg market is uncertain. While some eggs are coming from Washington State, local fresh are going into storage. Californias are cleaned up. Except some Cheddars and Stiltons, fancy, Ontario cheese is off the market. It is not expected to be as plentiful in this market in the future as heretofore, as Alberta is supplying a first-class article, and the haul is shorter. Navel oranges have been replaced by Valencias, but the prices are the same.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	165 00
Do., Siam, No. 2	....	150 00
Beans, Japanese, per lb.	....	0 14½
Beans, B.C., white	....	0 17
Potatoes, per ton	24 00	35 00
Lard, pure, in 400-lb. tierces, lb.	....	0 30
Lard, compound	....	0 30
Butter, fresh made creamery, lb.	0 53	0 56
Margarine	....	0 39
Eggs, new-laid, in cartons, doz.	0 45	0 46
Cheese, new, large, per lb.	....	0 25
Oranges, box	7 00	8 75
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 9.—Advances have been noted in rices. Siam rice is selling at 9 to 9½. No. 1 Japan sells at 10¾. Small lots of popping corn are offering at $16.50 to $17.50 a hundred. Bakers' cocoa is up 1c, and chocolate 2c per pound. Cooked hams, bacon, bellies and peamealed backs advance half a cent. Blended jams are 25c per dozen higher. Four-ply twines are quoted all the way from 60c to 75c a pound. Olives, spices, herbs, jams, gallon blueberries all advanced this week. Sugar is being restricted to not more than a ton to one customer. New Valencia oranges are selling at from $7 to $8.50. Eggs declined to $11.25. Potatoes to $33.

CALGARY:

Beans, small, Burmah, lb.	....	0 11
Flour, 98s, per bbl.	....	10 45
Molasses, extra fancy, gal.	....	1 05
Rolled oats, 80s	....	5 00
Rice, Siam, cwt.	9 00	9 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 35
Cheese, No. 1 Ontario, large	....	0 25
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	18 00
Eggs, new laid, case	....	11 25
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 00	5 50
Corn, 2s, standard case	5 25	5 50
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	6 50	6 80
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Navel oranges, case	7 00	8 50
Lemons, case	....	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 9.—The local market shows very few changes this week. Sugar has advanced to $10.40 per cwt. New prices on canned corn are considerably higher, quotations being from $4.85 to $4.95 for twos. Evaporated apples are higher by one and a half cents. Salt has advanced about 30 cents per barrel owing to labor shortage at salt wells; as a consequence of these difficulties deliveries are about three months behind.

REGINA—

Beans, small white Japans, bu.	....	7 50
Beans, Lima, per lb.	....	0 22
Flour, standard, 98s	....	5 27½
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 95
Rice, Siam, cwt.	....	8 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 40
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	18 00
Bacon, lb.	....	0 42
Eggs, new-laid	....	0 36
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 41	0 42
Bacon, roll	0 22	0 24
Potatoes, per bush.	....	1 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

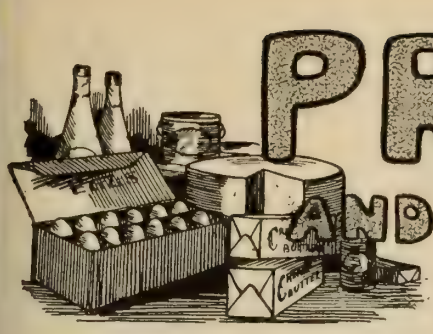
St. John, April 9.—There is a very keen demand for seeds in evidence this week, but dealers expect to be able to meet the demands. Timothy is not much higher but clover shows a heavy increase in price. Seed prices are as follows: No. 1 Timothy, $13.50, $13.75; No. 2 Timothy, $11.50, $11.75; No. 1 Alsike clover, $29, $30; No. 2 Alsike clover, $27, $28; No. 1 red clover, $42, $43; No. 2 red clover, $40, $41; Siam rice advanced sharply to $9.50; sago and tapioca also showed advances, selling at 18 to 19 cents. Sugar, standard, advanced to $9.05 to $9.10; sugar, yellow, $8.55, $8.60. American clear pork is quoted at $65, $68. Potatoes at $2.75 to $4. Onions again decline, being quoted at $2.25. Lemons are very much easier, $7 being the figure asked. Oranges are quoted at $7 to 10.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 87
Rolled oats, bbl.	....	13 00
Beans, yellow-eyed	....	10 25
Beans, California white	....	10 00
Beans, British Columbia white	9 75	10 00
Rice, Siam, cwt.	....	9 50
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 05	9 10
No. 1 yellow	8 55	8 60
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	0 47	0 50
Breakfast bacon	0 38	0 40
Butter, creamery, per lb.	....	0 45
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	....	....
Lard, pure, lb	0 32	0 32½
Lard, compound	0 27	0 27½
American clear pork	67 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont., case	6 20	6 45
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gals., N.B., doz.	....	4 50
Strawberries, 2s, Ont., case	6 00	6 20
Pork and beans, case	4 00	5 50
Salmon, Reds	....	15 50
Potatoes—		
New, native, barrel	2 75	4 00
Onions, Canadian, 75 lbs.	....	2 25
Lemons, Cal., Messina, case	....	7 00
Oranges, California, case	7 00	10 00
Grapefruit, case	....	6 50

BECOMING A HABIT

She (belligerently)—Why weren't you at the station with the car to meet me as usual? He (meekly)—My dear, you ought to get into this habit of some meetless days.



PRODUCE AND PROVISIONS



Limiting Extent of Produce Holdings

Not Likely to Help Either Producer, Handler or Consumer—The Probable Effect on Business—Export Business in Serious Situation.

THE new regulations promulgated for the government of the produce trade are viewed from many angles by the members of that trade, but all are fairly well in accord with the judgment that their operation will result in lower prices for the producer in times of plenty, and higher prices for the consumer in times of dearth.

The reason for this is of course that the produce business is not one that can be managed by a simple rule of thumb. The speculative element is inherent in the nature of the business. The demand this year was greatly in advance of that of last year, while the early production was materially less. For that reason the surplus holding over which the retired commissioner of the cost of living was so deeply exercised went into consumption readily, without loss and without any phenomenal price declines.

Produce Business Necessarily Speculative

Under other conditions there might have been an over holding, but it is a speculative chance that must be taken if the market is to be kept supplied at all times. Under the new regulations the dealer is restricted to a holding that will not more than supply his Canadian trade through the period of scant production. But as no dealer can say definitely what is required by that trade over that period, these requirements being governed by conditions wholly beyond his control and as at a certain period he must have on hand only a few weeks' supply, he must figure not on his possible requirements, but on his minimum requirements, with probably something skimmed off even these as a precautionary measure. With less incentive to put goods in storage, there will be a lessened demand that will of necessity react upon the producer, while these lessened stocks will almost certainly fall below the actual requirements, and as a result prices will advance. This condition would affect practically all the items mentioned in the restrictions.

The Gist of the Regulations

The text of the Canada Food Board's regulations in brief is as follows:

The order limits the quantities of produce which a dealer may own, or have in storage for his account, to his requirements, and also makes it impossible for him to carry larger quantities of food than are required to provide for his Canadian trade requirements during the season of scant production or supply. The holding of excessive quantities of produce in storage after the expiration of the period of scant production is thus made illegal and subject to heavy penalties.

Must Make Monthly Returns

Monthly reports giving details of supplies on hand, volume of business, profits, etc., will be required. In this way hoarding, speculation and profiteering will be impossible, and the possibility of waste will be kept to the lowest possible point.

The order requires that no person shall own or hold meats, lard or butter in greater quantities than are reasonably necessary to supply the dealer's own Canadian trade requirements for a period of sixty days, unless permission in writing is first obtained from the Food Board.

No person will be permitted after December 1st in each year to own or hold more eggs than are necessary to supply his own Canadian trade requirements until March 1st the next year. On March



An effective arrangement for provisions, fruit and vegetables.

1st he must not have more than sufficient for fifteen days' requirements.

Holdings of butter are similarly limited to the quantities necessary to supply the dealer's own Canadian trade requirements until May 1st in each year, on which date he must not have more than sufficient for fifteen days' requirements.

Also on Cheese and Poultry

With cheese holdings are limited to requirements during the period of scant production, that is until June 1st in each year, on which date the dealer must not have more than thirty days' supply.

Holdings of poultry must not exceed the dealer's own Canadian requirements until September 1st in each year, on which date the dealer must not have more than thirty days' supply.

As to Export Business

How these restrictions would affect export business it is difficult to say as the regulations do not specially mention that matter.

Conditions on export business in eggs are at present so serious that any added inconvenience would entail very serious hardships.

Practically the only way of handling export business of the nature at the time being is through the War Purchase Board, as the difficulty of getting space for independent shipments make it almost impossible to operate in that way. Wednesday's Chicago price on eggs was 35½ cents in storage, and the War Purchase Board can get everything that they require at that figure. That figure in storage means 31 cents in the country, and the buying price in the country in Canada on the same day ranged from 38 to 40 cents. In other words the Canadian shipper is faced with a handicap of eight cents a dozen in selling his eggs to the War Purchase Board and also with the still more serious handicap that American exporters are able to finance the deal, while Canada with an adverse trade balance cannot.

Any possible preference for Canadian eggs is far more than offset by this serious fact. How serious it is may be realized by the fact that the War Purchase Board is paying 24 cents for American cheese, where the deal can be financed, and 21¾ cents for Canadian cheese where it cannot. It is true that Canadian shippers are receiving a premium in price of ½ cent a pound on bacon. But the hogs from which the bacon is made are costing 3 cents more a pound in Canada than they are in the United States. This is a very serious situation that is facing one of Canada's premier export activities, and it is difficult to foresee any solution. The only possibility would seem to be the forcing down of Canadian prices until they are on a parity with those across the line.

DRIED VEGETABLE BUSINESS IN BRITISH COLUMBIA

E. Clemens Horst of the British Columbia Hop Company, Vancouver, is authority for the statement that inside of five years the business in dried vegetables in that province will be more extensive than the canning business. As a kind of foretaste of that fact he recently returned from Washington with a million-dollar contract for dried vegetables for the United States Government.

WHALE MEAT WILL BE CANNED THIS YEAR

The advent of whale meat on the New York market met with almost instant approval. During the year, too, whale meat was introduced in Vancouver, Victoria and other coast cities and as a result it is probable that greater quantities will be consumed during the year. This is an added incentive to the whaling industry, and it is expected that there will be a materially increased catch this year.

Whale meat this year for the first time will be canned by the Victoria Whaling Company, the new cannery at Kyuquot, which will be opened in a week or two, being prepared to place at least 50,000 cases on this year's market.

THE LOBSTER INDUSTRY

Regarding the lobster industry of the eastern Canadian seaboard a prominent packer recently remarked: "Since the war began it has been the most uncertain business in the country." The question of transportation is one of continued concern to the packers in Canada, and in addition to this the French government has recently placed a special embargo on lobsters. Thus the gateway for lobsters to the European markets is doubly barred, and it will only be because of some radical and unexpected conditions that Canadian lobsters to any great extent reach their best market—Europe—this season.

The domestic market cannot hope to absorb all the lobsters packed here, consequently the packers are puzzled to know what to do when figuring on the size of their respective packs this year. A continuation of present conditions is almost bound to force the price of lobsters down and some of the packers fear that they will be left with a quantity on their hands that they will be unable to market satisfactorily. Normally, Canada consumes about 8 per cent. of the lobster pack of the Maritime Provinces, and the United States about 30 per cent., leaving 62 per cent. as representing overseas export.

An assurance that the Food Controller is not to interfere with the 1918 pack which was made last week by the Premier, has materially relieved the packers' anxieties, for it was recently rumored that all lobster canning in Canada was to be stopped in order to release the tinplate required for cans for more urgently needed commodities, and also to set free for other service the men engaged in the industry.

FUNNY THING ABOUT MACKEREL

At the end of the long counter stood four barrels of salt mackerel. Across each barrel a ten-inch board was placed, and on that board was piled from thirty to fifty fish. Finally the management concluded that the sight of the barrels was out of harmony with the surroundings, which in a sense was true.

So down cellar they go and the mackerel is shown on platters.

But they didn't sell.

Why, nobody knows.

There's this much about it—if you want to do a big salt mackerel business sell from the original barrel.

Grocer as Educator Re Fish

By Giving Greater Thought to the Sale of Fish That Has Real Value Can Assist in Keeping Varieties Moving

"WHAT is the best way of cultivating an interest in the consumption of fish?" CANADIAN GROCER asked of the Stanley Market, St. Lawrence Boulvd., Montreal.

"The government may conduct campaigns and try every known means, but the only way to increase the fish business, and especially at this season of the year, is to get fish to the consumer very quickly after it is caught."

Mr. Stanley stated that this was possible if co-operation were arranged and undertaken. From the Atlantic coast, in the case of sea fish, from 24 to 36 hours would serve to get fish across from the sea to a large part of the Eastern Canada trade.

It was pointed out that damage was being continually done to the fish business through selling fish that was not fresh and appetising. This was very largely the dealer's fault. If a connection were made and the fresh fish demanded there was no good reason why the dealer should not be able to get it several times a week.

The Producers' Duty

Mr. Stanley stated that many of the producers were careless about the manner in which fish, freshly caught, was packed and shipped to the retail dealer or to his agent. In some instances huge boxes weighing, when filled 500 to 600 pounds, came to hand. These should be not over 300 to 400 pounds, when filled, because the contents would necessarily be injured when there was too much weight. And too often fish were so carelessly placed that they were not in the best condition when received, whereas, if carefully laid in crosswise of the box the same would prevent their coming to hand in a shapeless condition oftentimes.

Mr. Stanley stated that there was a good future for the fish trade but that shippers must be more particular; that this could be brought about by more insistence on the part of the retail trade and that the retailer, eventually, must be careful to cultivate his trade and give them wholesome fish.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

INTEREST in margarine has been revived owing to the permits so long delayed having been signed and shipments are already rolling towards Canada. These, it is expected, will arrive the end of this week. No change in price is anticipated.

A lower level has been reached in the price of live hogs and quotations are down 75c and may go to $1.00 per 100 pounds less. The market on dressed meats remains very firm and in some quarters some lines have gone to higher levels.

Eggs have registered a decline of from 2c to 4c during the week and with the increased receipts it would not be surprising to see them reach lower levels. Production is at a high point and the question of storage is now engaging the attention of packers. This end of the business is on an uncertain basis just now but a definite announcement in respect to this business may be expected this week.

Butter is firm and shipments of Western fresh creamery have reached Eastern markets. Storage creamery is pretty well cleaned up and until production of the fresh shows further increases lower prices are not looked for.

Fish continues in good demand with increased receipts of fresh sea fish coming along. Some supplies of fresh lake fish are also available but as yet only in limited quantities.

Hog Delivery Better; Cured Meats Firm

Montreal.

PROVISIONS.—While there has been no great change, the delivery of live hogs has shown improvement. The quality still is just fair and much improvement can still be shown. Some grades are selling as low as $22. The market for dressed hogs still rules high and the abattoirs are asking $30 for hundredweight. Trade in cured meats has been ruling lighter. The trade was well supplied for Easter and with a temporary lull in demand there is a quiet condition. Notwithstanding, all prices rule firmly and the undertone is strong.

Hogs, dressed—		
Abattoir killed	29 00	30 00
Hogs, live	22 00	23 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	....	0 40
Shoulders, roast, per lb.	....	0 42

Lard Sales Good; Prices Unchanged

Montreal.

LARD.—Active trading still characterizes the lard market and prices hold without change. The somewhat better tendency in the live hog market has denoted an easier feeling with regard to lard supply, but with an active request there has been no remarking of price. As a matter of fact a stronger feeling seemed apparent. Prices rule here as follows:—

Lard, Pure—	
Tierces, 400 lbs., per lb.	0 31
Tubs, 60 lbs.	0 31½
Pails	0 31¾
Bricks, 1 lb., per lb.	0 32¾

Shortening Market Firm; Prices Held

Montreal.

SHORTENING.—With better stocks, the demand for shortening is well met and there is a fair demand still for the line. Supplies of cottonseed oil still improve and conditions are again becoming nearer normal. On country as well as city account there is a reasonable amount of trading.

Shortening—	
Tierces, 400 lbs., per lb.	0 26
Tubs, 50 lbs.	0 26½
Pails, 20 lbs., per lb.	0 26¾
Bricks, 1 lb., per lb.	0 27¾

Live Poultry Weaker; Storage To Be Higher

Montreal.

POULTRY.—Prices on choice storage poultry are likely to be higher, say the produce men, and in the meantime there is a strong undertone to the market. Sales are normal. For the live birds the tendency is weaker and old fowls are quoted at 30 to 36c lb., according to quality. It would seem that there is unlikely to be any considerable improvement in the delivery from outside points at the present time.

	Live	Dressed
Old fowls	$0 30-$0 35	$0 35-$0 36
Chickens (milk-fed)	....	0 39- 0 40
Roasting chickens	....	0 37
Young ducks	....	0 32
Turkeys (old toms), lb.	....	0 38
Turkeys (young)	....	0 40
Geese	....	0 30

More Eggs Delivered; Feeling Easier

Montreal.

EGGS.—With the delivery of eggs to date much behind that of the comparative period a year ago, prices naturally are higher than they then were. For the week there is an easier feeling, deliveries having improved considerably. Better delivery has been effected from Canadian points, both East and West. In some quarters there was a decline as much as 2c per dozen, but prices are ruling around 44 to 45c with the prospect of their being further reduced. The demand has been good.

Eggs—		
New-laid	0 44	0 45

Margarine Now Rolling; Prices Hold Unchanged

Montreal.

MARGARINE.—Under the new regulations, permitting the import of margarine from the States, some supplies are now en route to local houses. These will probably arrive in the course of the next few days. Trade is maintained on a fair basis at unchanged prices. Those handling the product state that there will be a continued demand for what can be secured.

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Firmer Undertone To Butter Market

Montreal.

BUTTER.—The butter market is ruling strong and the undertone is one of much firmness. Spot stocks are ample, but it has developed that the demand has increased from outside points in Quebec, and this is somewhat unusual for this time of the year. The consequence of this active demand for the better grades has been that of firming the market materially and early production will perhaps be stimulated through the high prices. Some of the lower grades have been selling in view of the high prices for creamery grades. Fresh-made creamery in prints is selling up to 53c in prints this week.

Butter—		
Creamery prints, storage	0 50	0 51
Creamery solids, storage	0 49	0 50
Creamery prints (fresh made)	0 52	0 53
Creamery solids (fresh made)	0 51	0 52
Dairy prints, choice	0 41½	0 44
Dairy, in tubs, choice	....	0 39

Cheese Trade Fair On Maintained Basis

Montreal.

CHEESE.—A very good demand still exists for cheese, and sales are made to

both country and city trade on a maintained but unchanged basis. Fair supplies are said to be on hand, although much of what is here probably is for export. The holdings are over 7,000 boxes less than a year ago. Interest is being manifested in the prices to be named by the Cheese Commission, and the same will probably be announced soon.

Cheese—		
Large, per lb.	0 22½	0 23½
Twins, per lb.	0 22½	0 24
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Fair Trade For Fish; Prices More Favorable

Montreal.

FISH.—There is an easier tone to the fish market as far as prices are concerned. Fresh sea fish are coming to hand a little better and the prices have been readjusted in some cases to lower levels. Such as haddock, steak cod, market cod and eastern halibut are revised downward. Fresh cured smoked haddies and fillet haddies are also a little lower in price. Fresh gaspereaux are arriving, but are said to be limited in quantity. Fresh cured kippered herrings are expected in this week. Trade is moving along fairly well, all things considered. Deliveries are improving but slowly.

SMOKED FISH.		
Haddies (fresh cured)	0 13	0 15
Haddies (frozen)	0 14	0 15
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 22	0 24
Smoked cod	....	**0 15**
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 40	2 50
SALTED AND PICKLED FISH.		
Haddock	....	**0 07**
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	7 00
Do., half barrels	....	**7 00**
Herring, No. 1 lake (100-lb. keg)	....	**5 25**
Salmon (Labrador), per bbl.		**24 00**
Do., tierces	....	**34 00**
Salmon (B.C. Red)		**25 00**
Sea Trout, red and pale, per bbl.	19 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl.	....	14 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.		**22 00**
Mackerel (½ bbls.)	....	12 00
Codfish (Skinless), 100-lb. box	12 00	12 50
Codfish, 2-lb. blocks (24-lb. case)		**0 17**
Codfish (Skinless), blks. "Ivory" Brd., lb.		**0 15**
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	2 20	2 25
Eels, salted	....	**0 12**
Pickled turbot, new, bbls.	....	15 00
Do., half barrels	....	7 75
Cod, boneless (20-lb. boxes), as to grade	0 14	**0 18**
Cod, strip (30-lb. boxes)	....	**0 16**
Cod, dry (bundles)	....	10 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 55	0 60
Prawns, lbs.	....	**0 30**
Shrimps, lb.	....	0 25
Scallops		**4 00**
Oysters—		
Ordinary, gal.	1 60	1 75
Malpeque oysters, choice, bbl.	....	**10 00**
Malpeque oysters (med.) bbl.	....	**9 00**
Cape Cod shell oysters, bbl.	....	**11 00**
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	7 50
3 gal. (wine) cans	....	4 50
1 gal (wine) cans	2 10	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	**9 00**
Clams (med.), per bbl.	....	**9 00**
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	**0 06**
Halibut	18	19
Haddock	08	09
Mackerel	17	18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	**26**
FRESH FROZEN LAKE FISH		
Pike, lb.	0 10	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12	0 13
Whitefish (small)	....	0 12½
Lake trout	0 18	**0 19**
Eels, lb.	....	**0 12**
Dore	0 12½	0 13
FRESH FISH		
Haddock	0 07	0 07½
Steak cod	0 09	0 10
Market cod	....	0 06½
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 18	**0 20**
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Gaspereaux, lb.	....	0 07
Gaspereaux, each	....	0 07
Western Halibut	....	0 30
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	....	0 25
Flounders	0 08	0 10
Perch	....	**0 09**
Bullheads	....	**0 15**
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 12
Mackerel (large), each	....	**0 20**
Mackerel (medium), each	....	**0 18**
Mackerel, per lb.	....	**0 14**
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	**0 24**

Decline Registered In Live Hogs

Toronto.

PROVISIONS.—Live hogs show a disposition to be somewhat easier during the week and prices are working down from the high level attained during the past couple of weeks. Fed and watered are down 75c per 100 pounds and that they may decline another 25c to $20.00 was intimated. A fair run is apparent for the week and supplies are being bought as offered.

Advances in dressed meats have taken place in some quarters during the week, cooked meats showing the strongest tendency in an advance on some lines of 1c per pound. The range on dressed hogs has also narrowed $1.00, the lowest price to-day being $29.00 per 100 pounds. The movement might be termed rather inclined to be slow, high prices undoubtedly curtailing sales to some extent. The range of quotations to-day follows:

Hams—		
Medium	0 36	0 38
Large, per lb.	0 28	0 31
Backs—		
Plain	0 43	0 48
Boneless, per lb.	0 46	0 52
Bacon—		
Breakfast, per lb.	0 40	0 43
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38½	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	....	0 32½
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, without dressing, per lb.	0 49	0 51
Shoulders, roast, without dressing, per lb.	0 46	0 48
Barrel Pork—		
Mess pork, 200 lbs.	56 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	29 00	30 00
Live, off cars	....	20 50
Live, fed and watered	....	20 25
Live, f.o.b.	....	19 50

No New Developments In Shortening

Toronto.

SHORTENING.—No new developments have marked the situation in shortening during the week and the question of supplies shows some improvement. Whereas shipments of cotton seed oil reaching the local market are more plentiful, they are by no means sufficient to provide for a surplus. However, present demands are being taken care of in fair time. A very firm situation may be said to exist and prices show a little narrower range.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Market Firm Though Unchanged In Lard

Toronto.

LARD.—The market is very strong during the week and a ½c advance has been made in some quarters over last week's low figure, showing a price of 31½c per pound, tierce basis. The entire range is covered in prices of 31c to 32c per pound, tierce basis. A fair demand is in evidence and supplies are said to be light.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Permits Issued; Margarine Now In Transit

Toronto.

MARGARINE.—Considerable relief is apparent in the margarine situation which after weeks of uncertainty has assumed definite shape. Permits have been issued and already shipments from the manufacturers to Canadian dealers have been made. It is thought the first shipments will reach this city the end of this week. Orders now coming through constitute the April allotment. No change in the price of 32c to 33c per pound (for No. 1) is anticipated.

Margarine—		
1-lb. prints, No. 1	**$0 32**	**$0 33**
Do., No. 2	**0 30**	**0 31**
Do., No. 3	**0 27**	....

Solids, 1c per lb. less than prints.

Butter Holds Unchanged; Production Improves

Toronto.

BUTTER.—The market still holds firm with little immediate prospect of a change in price. However, cars of Western fresh creamery butter are reaching the local market and with increased production evident in this territory a somewhat easier tendency is expected to develop during the next couple of weeks. Very little storage butter is offering at the present, stocks being pretty well cleaned up. The arrival of Western fresh creamery butter marks a new departure in this field and with their surplus available for the Eastern trade, this should have a steadying influence on these markets. Prices for the work show no change.

Creamery prints, fresh made	0 52	0 53
Creamery solids, fresh made	0 49	0 50½
Creamery prints, storage	0 49	0 52
Creamery solids, storage	0 48	0 50½
Dairy prints, choice, lb.	0 40	0 46
Dairy prints, lb.	0 36	0 40

Eggs Decline; Production Heavy; Storage Uncertain

Toronto.

EGGS.—A decidedly easier feeling is apparent this week and declines of two to four cents have been made under prices ruling last week. Production has attained a heavy figure but as yet little storing is being done and the question of storage is engaging the attention of dealers this week as outlined elsewhere in this issue. United States eggs to-day can be bought into storage from four to six cents under Canadian eggs, so where will the Canadian dealers get off at when it comes to marketing their surplus? The Allied Purchasing Commission has intimated they will purchase any surplus, but are they going to pay the difference in price between the United States and Canadian eggs? Dealers do not display any eagerness to undertake their usual storage requirements.

Eggs—		
New-laids, in cartons	0 42	0 45
Do, loose, doz.	0 40	0 43

Cheese Situation Remains Unchanged

Toronto.

CHEESE.— Little interest centres around this market during the week and there are no new developments to report. A fair movement is reported and prices though held firmly show no disposition to change.

Cheese—		
New, large	0 22	0 23½
Old, large	0 23½	0 24½
Stilton (new)	0 25	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Quiet Rules In Poultry; Little Reaching Market

Toronto.

POULTRY.—A quiet week has marked the poultry situation and trade has not reached big proportions by any means. A fair demand exists but arrivals show very little improvement. Prices are holding firm at advances recorded last week as follows:

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Geese	0 15- 0 18	0 22- 0 24
Turkeys	....- 0 27	0 30- 0 35
Roosters	0 20- 0 22	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 22- 0 27	0 24- 0 28
Chickens, 4½ lbs. up	0 25- 0 27	0 28- 0 33
Chickens, under 4½ lbs.	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 29

Limited Supplies Fresh Lake Fish Offering

Toronto.

FISH.—Limited supplies of fresh lake fish have reached the local market. Lake Erie herring is being offered at 10c per pound; Lake Erie whitefish at 23c per pound; Lake Ontario trout at 23c per pound. As yet no big shipments are reported, but improvement in receipts is expected to develop shortly. Fresh sea fish continue to arrive in fair quantities and prices in some quarters are slightly easier, the fresh haddock now ranging from 7½ to 8½c per pound; fresh steak cod, 9½ to 10½c per pound, and fresh flounders at 8½ to 9c per pound. Fresh sea herring have also arrived and are selling at 7c per pound. The demand for fish continues in good volume and no change of note is apparent in quotations given herewith.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 18
Chicken haddies, lb.	0 11	0 13
Haddies,, fillets, per lb.	0 14	0 17
Ciscoes, per lb.	**0 16**	**0 17**
Kippered herring, per box	1 75	2 25
Digby herring, skinless, 10-lb.	2 20	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	**3 40**
Acadia cod 12-2-lb. blocks	....	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	**2 20**
Salt mackerel, kits, 20 lbs.	....	4 50
Labrador salt herring, barrels	....	11 50
Do., half barrels	....	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 12½	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	**0 20**
Do., Restigouche	....	0 27
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 7	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	0 15	0 16
Do., No. 2, lb.	....	0 12
Oysters, No. 3 size pkg., selects	....	7 50
Blue points, bbl.	....	....
Malpeque, bbl.	....	....
Shrimps—		
No. 1, cans	....	**1 60**
No. 2, cans	....	**3 10**
No. 4, cans	....	**6 00**
FRESH FROZEN LAKE FISH		
Herring, Lake Superior, bags, lb.	....	....
Herring, Lake Erie, pan frozen	0 08½	0 10
Pike, dressed	0 10	0 11
Do., round	0 09	0 09½
Whitefish, frozen	0 12½	0 13
Trout, lb., frozen	0 14	0 16
Mullets, frozen, lb.	0 06	0 07½
Yellow pickerel, frozen, lb.	0 12½	0 13

Big Drop In Eggs Expected

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market is weaker. It dropped gradually all last week, until 20c was reached. Packers state that the Winnipeg market was out of line altogether with the Eastern market, and that the decline was due to this.

Eggs—Although production is increasing, there is a keen consumption. Nearly all new-laid stock is being consumed by Western Canada; a few cars are going East. On Saturday, April 6, the market stood at 35c for new-laids, and with the warmer weather approaching the trade expect a rapid decline. Packers state that it would not be profitable to store eggs at to-day's prices.

Butter—Stocks have already been cleaned up on creamery, and there will be no surplus when the new make starts to come in. Prices are the same as last week, viz., 48c for No. 1 creamery and 46c for No. 2.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, per lb.	....	0 42
Breakfast, select, lb.	....	0 43
Backs, regular	....	0 44
Backs, select	....	0 45
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 35	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 28¼
20s	....	5 95
Cases, 5s	....	17 48
Cases, 3s	....	17 55
Shortening—		
Tierces	....	0 26¼
Tubs, 50s, net	....	13 25
Pails, 20s, net	....	5 65
Fresh Eggs—		
New laids	0 32	0 35
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 48
Fresh made creamery, No. 2	....	0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	....	0 32½
No. 2	....	0 30½
No. 3	....	0 29½

B. C. REPRESENTATIVES URGE CHANGES IN FRUIT REGULATIONS

Representatives of the British Columbia fruit-growing industry recently visited Ottawa, for the purpose of urging some improvements in the regulations governing the fruit-growing industry.

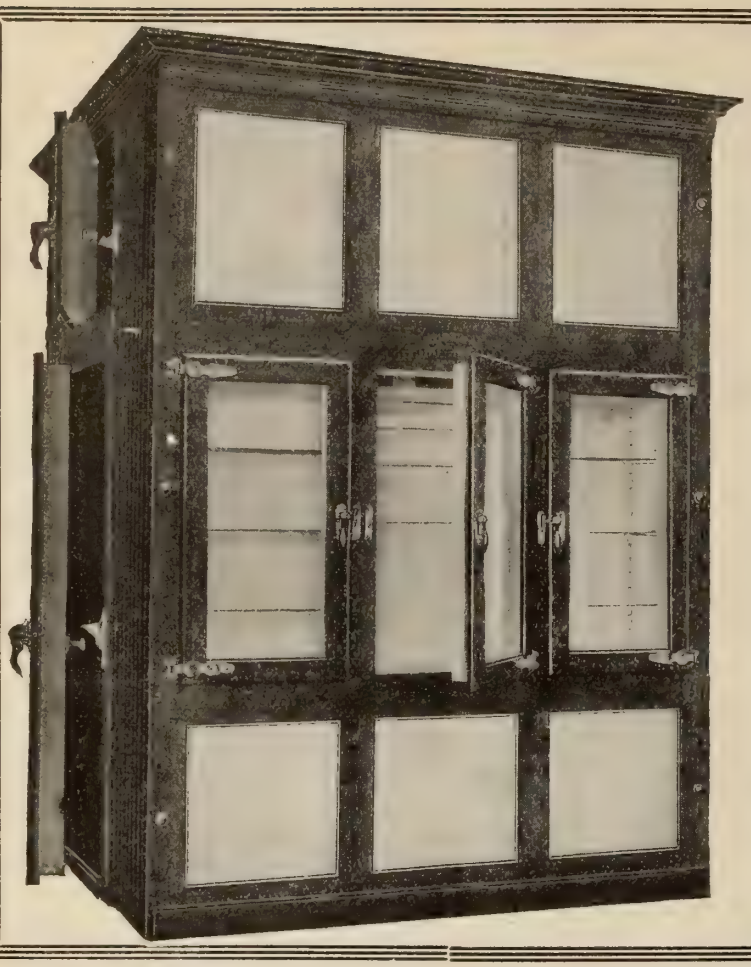
Among the matters to be discussed will be the following: A more definite and explicit definition of the No. 2 grade apples; definition of No. 3 grade; provision for marking open packages; Sec. 321, in regard to over-facing to be made more definite; proper filling of packages to be made compulsory; standardization of packages—(a) uniform barrels, (b) uniform box, (c) uniform pear, peach, and prune box and four-basket crate, (d) uniform apple crate, (e) standard berry box, preferably imperial quart and imperial pint, (f) uniform berry crate.

The standardization of packages has been a live issue before the fruit-growers of the Dominion for several years and is likely to be the most contentious matter to come up at the conference. Recently the Ontario Government adopted the Washington box for apples, and it is likely that this box will be strongly recommended at the conference. A great many British Columbia fruitgrowers are using this box, and this year one of the largest concerns in the province is switching to this size. It is altogether probable that the British Columbia men attending the Ottawa meeting will strongly support the Washington box.

The view is generally taken that standardization of fruit packages will be of mutual benefit to grower and consumer and a protection to both against unscrupulous dealers.

W. B. Gardner, general store merchant of Bolton, Ont., is dead.

Roger Crysler, formerly in the mercantile business in Delhi, Ont., and Nelles Corners, Ont., and latterly county treasurer and clerk of Delhi, is dead.



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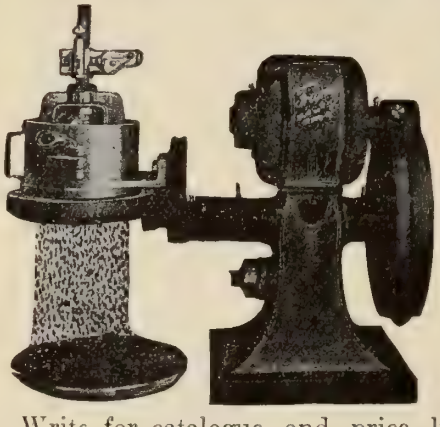
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THERE are some lines you can carry in your store which are nothing more than space occupiers and room wasters.

You put them up on your shelves, or arrange them carefully on your counter, and there they remain "just a-doin' nothin'!" It would, figuratively speaking, take a charge of dynamite to jolt them off. You'd think they were riveted to the spot, and every time you go past them you give them the cold-storage stare and think hard, bitter thoughts.

But, there are other lines, thank goodness! which hardly ever stay long enough in your store to get used to the place. No sooner do you arrange them on your shelves, or display them invitingly on your counter, than, presto! — they're gone! And in their stead you have dollars and cents to go on buying the necessaries of life as well as to invest in more goods for the purpose of doing more business.

And naturally these are the lines you are looking for. You want something that will **sell**—and **keep on selling.**

This is one of the reasons why our Davies Products are so popular with the dealer—they're so easy to sell.

DAVIES PRODUCTS are the kind that SELL—and KEEP on SELLING.

THE WILLIAM DAVIES COMPANY LIMITED

CANADA'S LEADING PACKERS

Montreal **TORONTO** **Winnipeg**



The quality it pays to sell

BRUNSWICK BRAND SEA FOODS

have long ago established an enviable reputation for superior quality and satisfaction-giving.

Which is not surprising when one considers the scrupulous care and attention given to the selecting, processing and packing of the fish.

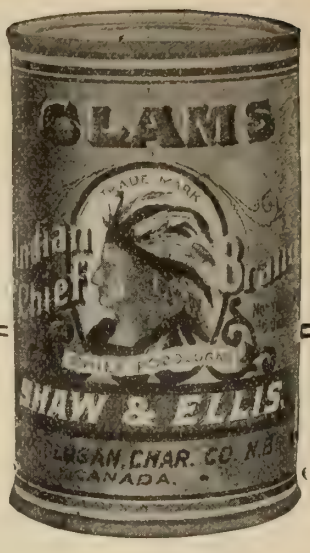
Look over the list below and see what lines you need. We particularly recommend our Kippered Herring—a new, clean stock, with an exceptionally delicious flavor and quality. 4 doz. No. 1 to a case.



¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies (Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.



Every customer will like Indian Chief Brand Clams

The high-grade goodness of these delicious Clams will win you the trade of the most discriminating.

Being put up the day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are positively pure and always worthy of a strong recommendation.

If you're not already pushing this quick-selling line, begin now.

SHAW & ELLIS

POCOLOGAN, N.B.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. - - MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

We manufacture the highest grade

CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

EASTERN BRAND LOBSTERS



EVERY TIN IS GUARANTEED

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited
CORISTINE BLDG., MONTREAL

Have No Hesitation

in choosing



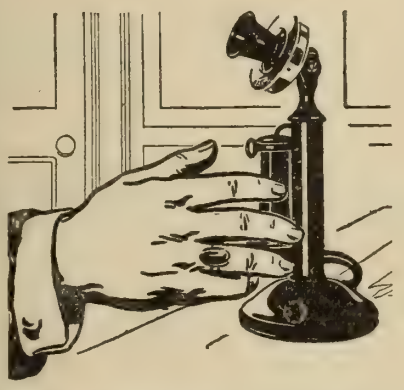
'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax - N.S.



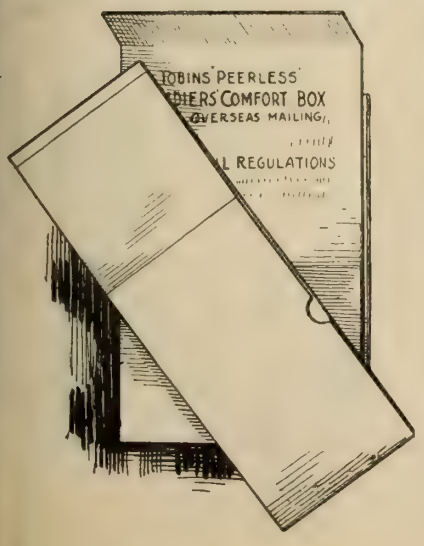
Answering Calls Promptly-

is the policy of the progressive merchant. It pleases customers and makes them enjoy dealing with him. And then business is transacted more quickly, thus leaving the line free for other calls.

The Bell Telephone Co. of Canada

"Good Service . . . our true intent."





HIGH-GRADE SPECIALS IN OVERSEAS TRADE

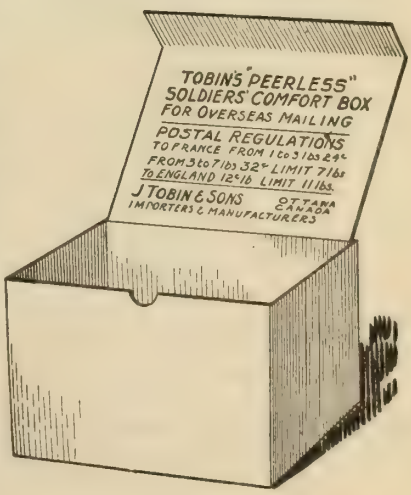
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND —the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



It always pleases

HOLBROOK'S Imported WORCESTERSHIRE SAUCE

It is decidedly worth a vigorous selling effort, more especially when you can secure it from us at prices based upon pre-war conditions. Its quality is delicious.

Include in your order stocks of the following:

Imported English Malt Vinegar, in glass, Sardines, French Olive Oil, Custard Powders, all flavors, Health Salts, Ground Rice, Rice Flour and Potato Flour.



ROSE'S LIME JUICE

A popular warm weather seller

The popularity which distinguished Rose's Lime Juice half a century ago has grown with the years so that to-day this delightful beverage is in good demand everywhere.

The demand will be bigger than usual this Summer. Will you be prepared for it?

Holbrooks, Ltd.
Toronto and Vancouver

X-X-X

PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co.
(Chemical Department) **Limited**
SMITH'S FALLS, ONTARIO

FISH

Lake Superior Herring in kegs half-kegs and pails.

APPLES

Nova Scotia stock and Georgian Bay brand, Ontario stock.

Write us to-day

Lemon Bros.
OWEN SOUND, ONT.



As Food and Dessert

Junket Tablets have a ready sale, both for making food for the little ones and for making delicious desserts for grown-ups. Junket is served plain or with fruit, berries, nuts, etc., and it also makes better, smoother ice cream.

Junket

MADE *with* MILK

Known and used by physicians and nurses everywhere and recommended by them for many years.

Sold in packages of 10 Tablets. Retails at 12c, with a substantial profit.

Advertised in leading Canadian magazines that cover the Dominion.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Success and Your Associates

ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D., or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Thomas Findley. And the reason would probably be that we know so little of the knowledge that really counts. If these great men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST, and had absorbed many facts about Canada. He surprised his American travelling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

IF you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of $3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

The MacLean Publishing Company, Limited,

Dept. B.S., 143-153 University Avenue, Toronto.

Send me / us THE FINANCIAL POST for four months for One Dollar. Money enclosed / to be remitted

(Signed)

. . . . . .

C. G. . . . . .

If any advertisement interests you, tear it out now and place with letters to be answered.

HIGH-CLASS STONEWARE

APRIL EGGS
JUNE BUTTER

The ideal container is a Stone Crock.
Our stock is complete.
Price, Butter Crocks 14c. per gallon.
Other articles just as low.

Ontario Crockery Co.
LONDON, ONT.

You Are Not Satisfied With Just An Ordinary Business

YOU want the one grocery store in your community that stands out "head and shoulders" above all others. How is it to be done? Here's one method that's been very successfully carried out by thousands of your Brother Grocers.

Select some one item and feature it as a "leader" to bring new customers to your store. This accomplished, it's strictly "up-to-you" as to whether or not the balance of their trade goes elsewhere.

The best line Grocers have yet been able to find is eggs handled according to the *Star System.*

It has all the "pull" necessary and incidentally allows for a very liberal profit. Let us tell you how EGGS can make your business grow.

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street, Rochester, N. Y.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$2 95
Currant, Black	3 05
Plum	2 85
Pear	2 85
Peach	2 85
Raspberry, Red	3 15
Raspberry and Red Currant	2 75

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections—	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95



Saves Money for Your Customers, but also PAYS YOU

KNOX SPARKLING GELATINE makes FOUR PINTS OF DELICIOUS JELLY per package, so women turn to it in these times of conservation as an economical dessert. It is easy to prepare and can be used with portions of other foods to make delicious combination jellies, jellied meats from "left overs," etc., so it provides *further economy*.

It will pay you to keep KNOX GELATINE on your counter; talk to customers about its economy, and try to get a package into every order because

Every Package Pays You a "Good Profit"

Charles B. Knox Gelatine Company, Inc. **Branch Factory: Montreal, Can.**



More Goods Are Sold Under the Evening Lamp at Home Than You Dream of

OUR advertising is now appearing in the leading Canadian magazines and newspapers, and will be read by the majority of the families in your locality. It cannot fail to strengthen and increase the already large demand for

McCormick's JERSEY CREAM Sodas



BRANCH WAREHOUSES:
Montreal,
Ottawa,
Hamilton,
Kingston.

Manufactured only by
The McCormick Manufacturing Co., Limited.
General Offices and Factory: London, Canada.

BRANCH WAREHOUSES:
Winnipeg,
Calgary,
Port Arthur,
St. John. N.B.





Flower Pot

Useful! Salable! Satisfying!

The good-looking, useful, reasonably - priced pottery that we are offering the trade is proving very popular wherever introduced.

Dealers everywhere find this pottery particularly salable and a source of good, extra profit.



French Pot



Cream Pot

Our complete list is all ready to mail you. Just send us a card with your name and learn all about the complete line of pottery that sells.



Shoulder Fruit Jug

The Toronto Pottery Co., Limited

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler

169 William Street, Montreal, Quebec

for particulars and advertising matter.

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$4 00
Lemon, 2 dozen	2 00
Orange, 2 dozen	2 00
Raspberry, 2 dozen	2 00
Strawberry, 2 dozen	2 00
Chocolate, 2 dozen	2 00
Cherry, 2 dozen	2 00
Vanilla, 2 dozen	2 00

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$2 70
Chocolate, 2 dozen	2 70
Vanilla, 2 dozen	2 70
Strawberry, 2 dozen	2 70
Lemon, 2 dozen	2 70
Unflavored, 2 dozen	2 70

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs	.11
48 lbs., Silver Gloss, in 6-lb. tin canisters	.12½
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.12½
100 lbs., kegs, Silver Gloss, large crystals	.10½
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50

Culinary Starch.

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11
40 lbs. Canada Pure Corn	.10
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.18

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches— Canada Laundry	$0 09½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss— 1-lb. fancy carton cases, 30 lbs.	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs	$0.07
Half bbls., about 350 lbs	0.07¼
¼ bbls., about 175 lbs	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	8 00
½ barrels, per 100 lbs.	8 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

	Doz.
Robinson's Patent Barley— 1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Tonsy Red and Dark Brown	.90
Card Outfits, Black and Tan	3.30
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 8½s, lb.	$ 0 65
Bobs, ⅛s	0 64
Currency, 8s	0 62
Stag Bar, 8s, boxes 5 lbs.	0 61
Pay Roll, thick bars, 1-10s	0 80
Pay Roll, plug, 10s and 6-lb. caddies	0 80
Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs.	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 95
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	0 79
Derby 8½s, ½ butts, 8½-lb. boxes	0 70
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6½s, boxes, 6 lbs.	0 80
Queen's Navy (bars), 6½s, 5½-lb. boxes	0 72
Walnut, 9s	0 70

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ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

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And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST, and had absorbed many facts about Canada. He surprised his American traveling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies, and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

IF you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of $3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

The MacLean Publishing Company, Limited,

143-153 University Avenue, Toronto.

Send $\frac{\text{me}}{\text{us}}$ THE FINANCIAL POST for four months for One Dollar. Money $\frac{\text{enclosed}}{\text{to be remitted}}$

(Signed)

.....

C. G. .....

TOMATOES
BANANAS & ORANGES
NEW CABBAGE

¶ *We are headquarters for any of the above lines. Let us have your Week-end Order then we will be sure there is at least one pleased customer.*

McBride Bros. - - - Toronto, Ont.

WETHEY'S MINCE MEATS

WHETHER IN

Bulk or Cartons

ARE THE

Best Values on the Market

Order from your jobber



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.

Freemans FOOD PRODUCTS Watford

189

If any advertisement interests you, tear it out now and place with letters to be answered.

QUALITY FIRST
ALWAYS

In importing we pay attention to quality first irrespective of brands. Our long experience and best buying connections, and by paying cash on the ground enable us to get the best.

TOMATOES CELERY PINEAPPLES
ORANGES LEMONS BANANAS
STRAWBERRIES
ASPARAGUS CABBAGE NEW POTATOES

The best of everything from the Southern Markets.
Our quick moving stocks enable you to get FRESH GOODS always.

WHITE & COMPANY, LIMITED
Branch at Hamilton **Toronto**

STRAWBERRIES
Now arriving daily, at reasonable prices.

Florida Tomatoes

Florida Cabbage
Finest Quality, Arriving Regularly.

Florida Valencias
Juicy, Sweet and Sound
When Oranges are high-priced, it pays to get the best.

Apples
With other fruits high-priced, Apples are selling freely at reasonable prices.
Try our Extra Fancy Washington

Winesaps and Bendavis
for table use.

California Celery, Oregon Cauliflower, Fresh car, likely last of season, just arrived.

DUNCANS LIMITED
North Bay Sudbury Cobalt Timmins

ORANGES
Golden Orange Brand
NAVELS
Car just arrived, very fine quality
Sizes heavy, 96s 126s, 150s.

LEMONS
Extra Fancy
Californias or Messinas.

Southern Strawberries, Tomatoes and Pineapples.

Arriving freely. Prices reasonable.

HUGH WALKER & SON
GUELPH, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.



The Family Dish

Every member of the family welcomes a steaming dish of delicious Simcoe Baked Beans.

Every housewife appreciates the high food value of this dish and also the fact that it only needs warming to be ready for serving.

Simcoe Brand Baked Beans

(with Tomato Sauce)

should be stocked by every grocery merchant. Your sales will prove most gratifying if you give this line your support. It pays you a big profit and will strengthen your reputation as a high-class grocer.

The various sizes help to sell each other.

DOMINION CANNERS LIMITED
HAMILTON, CANADA

"The Seal of Quality"

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE BUSINESS NEAR SUDbury, Ont. The village is owned by a large mining company and we have exclusive right. Stock about $7,000, doing $40,000 per year. Owner has other interests. Apply Box 296 Canadian Grocer.

GENERAL STORE — STAPLE STOCK — BEST country store in Ontario; good clean stock; six miles from opposition; if interested act quick for particulars. Box 297 CANADIAN GROCER.

GENERAL STORE BUSINESS IN ALGOMA District, on shore of North Channel; 27 years' standing. Good, clean, up-to-date stock of about $8,000. Good country trade. Owners have other interests. Apply Box 291, Canadian Grocer.

WANTED

WANTED—COFFEE ROASTER—MUST BE IN good condition, without perforations. State capacity, lowest cash price, to Federal Advertising Agency, London, Canada.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange, Box 297, Canadian Grocer, Montreal, P.Q.

AGENTS WANTED

TRAVELLERS — GOOD SIDE LINE, SOLICIT from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

SITUATIONS WANTED

A RETURNED SOLDIER, THOROUGHLY EXperienced retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 KING ST. LONDON, ONT.

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
½-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON · ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

Cash in on Your Book Debts

Get that which is rightfully yours.
WE CAN TURN THOSE BOOK DEBTS OF YOURS INTO MONEY if you'll just authorize us to do so.
Our organization is big enough to collect quickly anywhere.
Ask to see our special forms. They'll be mailed you free.

The Nagle Mercantile Agency
Westmount (Montreal) Que.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.



PAPER BALERS

All-Steel "Fireproof"
Made in 12 sizes.
Send for catalog.
Climax Baler Co.
Hamilton Ontario

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

Three dollars a year is all it costs to have this publication mailed to your address every week.

15 cents VOL-PEEK

MENDS POTS & PANS



Tell your customers how easily they can repair leaky kitchen utensils with VOL-PEEK. They require no tools. VOL-PEEK can be applied with the fingers and the mended article will be ready for use as good as new—in two minutes or less.
VOL-PEEK is wanted in every home. Show it in your store and get a share of the demand. Put up in attractive display stands. Order from us direct or ask your wholesaler.

H. NAGLE & CO., Box 2024, Montreal

KING GEORGE'S NAVY

CHEWING TOBACCO

Has the quality that pleases particular men

An outstanding feature of King George's Navy Chewing Tobacco is that its quality measures up to the ideal of discriminating lovers of a good chew.

This is one reason why the demand for King George's Navy is ever increasing. And a reason too, why grocers everywhere find this popular chew as profitable to push. Are you well stocked?



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper
Twines & Cordage
Brooms Brushes Baskets
Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

Don't Let Your Profits Leak Through Your Scales



Weigh about one hundred items a day and give but a quarter of an ounce over weight each time and you will have wasted a pound and a half of merchandise.

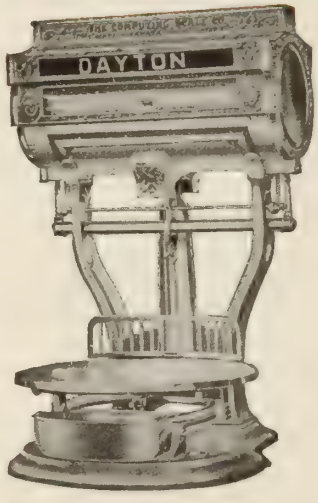
Some may say "This doesn't matter." But it certainly does. In a year it will amount up to about 450 pounds of merchandise.

It has been shown after investigating countless failures in grocery stores that the average merchant is more prone to give overweight than he is to give underweight, and eventually the practice of "guessing the weight," so to speak, results in bankruptcy.

Large stores don't weigh groceries by guesswork. They use Dayton Automatic Scales, so that each customer receives and pays for accurate weight every time.

Why not be influenced by successful merchants and use a

Dayton Automatic Scale



Away with antiquated scales! Start now to weigh and sell goods by the Dayton Automatic Scale method.

War time demands the utmost efficiency in store-management. Your stock represents more money now than it used to. See that every ounce brings its full value to your cash register.

Let us send you our latest folders.

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, APRIL 19th, 1918 No. 16

RICE

The United States Government Reports give the nutritive value of rice as compared with other cereals, as follows:

POTATOES	23.24	RYE	82.79
OATS	74.62	CORN	82.97
WHEAT	82.54	RICE	86.09

Eat Rice—It's Best—

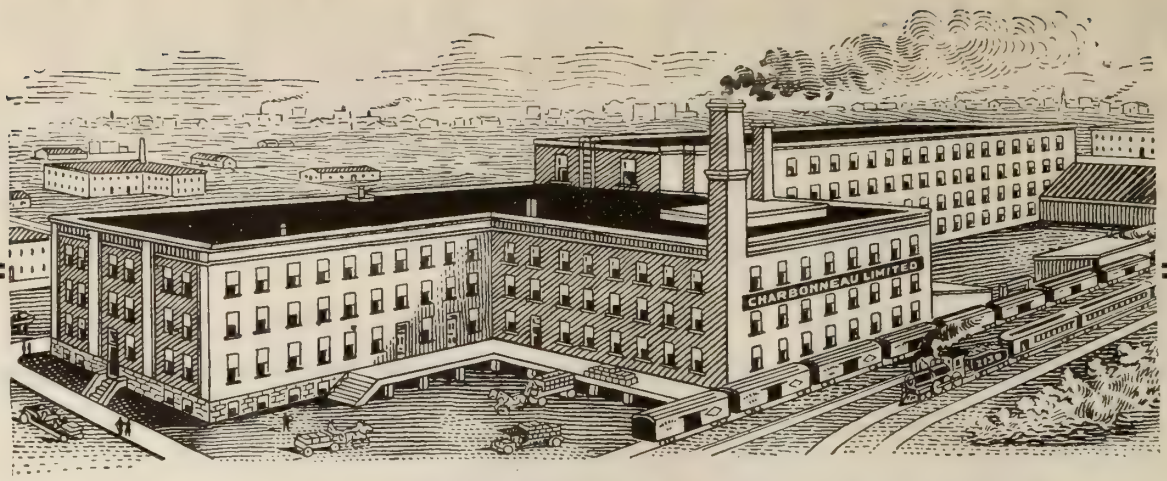
If It's Best—

It's Cheapest.

THE MOUNT ROYAL MILLING & MFG. CO., LIMITED

D. W. ROSS, *Agent*, MONTREAL

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.



This is where SUNSHINE TABLE SYRUP is made

Sunshine Table Syrup is a quality line worthy a prominent place in every good grocer's displays.

A certain repeater and a good profit maker. Prompt shipments.

Write our agents or ourselves for full particulars.

CHARBONNEAU, LIMITED

MANUFACTURERS OF BISCUITS AND CONFECTIONERY, SYRUP REFINERS
MONTREAL

Distributors: Robt. Gillespie Co., Winnipeg and Vancouver. C. Morris & Co., C.P.R. Building, Toronto. Boivin & Grenier, Quebec City.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

You sell more Borden Milk Products than any other kind

because the public appreciate the superior merits of these "Leaders of Quality"













BORDEN Milk Products are not the kind you have to "talk up." The talking is done through our aggressive consumer advertising. The demand is ready to hand and it's up to you to secure your share.

PEOPLE know what excellence the name "Borden" guarantees. Three generations ago it was recognized as the synonym of all that was good in Condensed Milk Products and each passing year serves but to further enhance this splendid reputation. Know what this means to you by just displaying Borden's regularly.

Order from your wholesaler

Borden Milk Company, Limited

"Leaders of Quality"

Montreal

Branch Office:
No. 2 Arcade Building, Vancouver

A MOST POPULAR PACKAGE



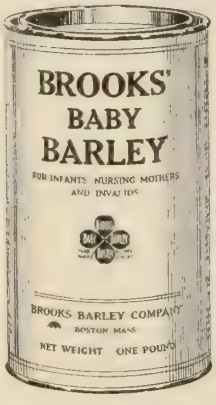
A WELL-KNOWN PRODUCT

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

THREE SIZES.

½ lb.,	per doz. -	$ 2.30
1 "	" " -	3.80
3½ "	" " -	11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited

TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.



The repeat selling that characterizes Wonderful Soap should warrant it a place in every Grocer's displays. Wonderful Soap always satisfies and there's a neat margin on every sale.

A Leader, "Crystal Soap Chips."

Guelph Soap Co.

Guelph, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

Now and always the Standard of Quality

E. D. S. ORANGE MARMALADE



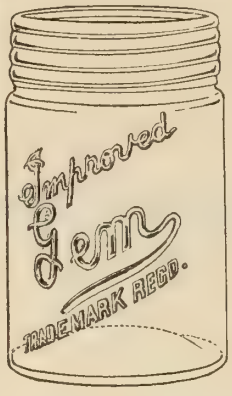
A marmalade made from selected Oranges and Pure Cane Sugar and every bit of it tip-top quality right down to the very last taste.

That's *the* marmalade for you to sell.

Let us fill your order from the new season's pack.

E. D. Smith and Son, Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.



Made in Canada

Conservation of Food



Made in Canada

DOMESTIC ECONOMY is impossible without FRUIT JARS.

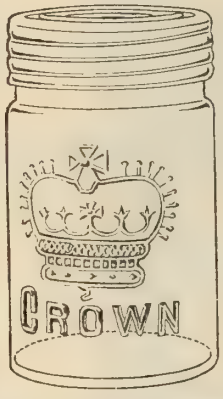
This is fully recognised by all Authorities interested in FOOD CONSERVATION and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal. RETAILERS should be ready to do their part by having JARS on hand when required.

REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

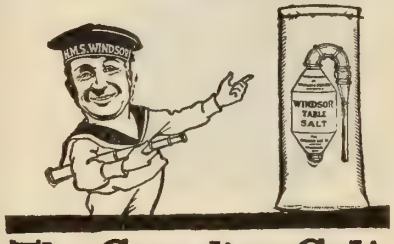
NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your Wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.





Adv. of Dominion Glass Company, Limited



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say, "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home for years.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

What's Wanted

Almost every week you want something which you could quite easily secure by consulting with your fellow Grocers.

Perhaps you need a clerk. The best of them read Canadian Grocer and watch the "Wanted" page for new opportunities.

Possibly you want to buy or sell a grocery business. Canadian Grocer's subscribers are the best prospects in Canada. Talk to them through our columns with a want ad.

Or do you want to sell or exchange some surplus stock? Here again the Want Advertisement can help you.

Cost: 2 cents per word for first insertion; 1 cent per word for subsequent insertions of the same ad. Box Number 5 cents extra.

CLARK'S
PREPARED FOODS



Assure
you
PRIME
QUALITY



CLARK'S
PORK AND BEANS

Beefsteak and Onions	Soups (Full Assortment)
Cambridge Sausage	Potted Meats
Corned Beef	Sliced Smoked Beef
Roast Beef	Spaghetti with Tomato
English Brawn	Sauce and Cheese
Loaf Meats	Tongue, Ham and Veal
Corned Beef Hash	Fluid Beef Cordial
Minced Collops	Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality

W. CLARK LTD. Clark's **MONTREAL**

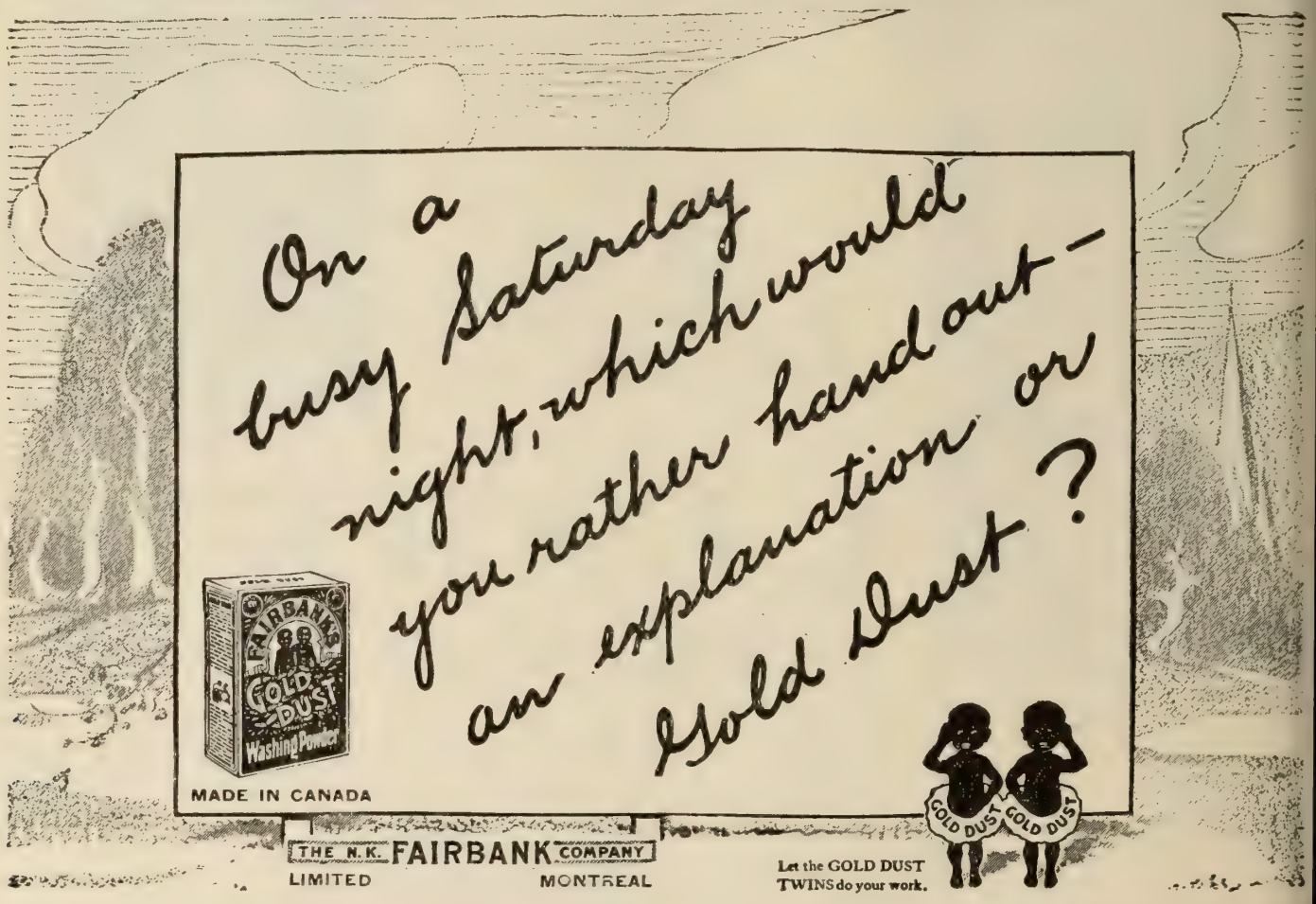
If any advertisement interests you, tear it out now and place with letters to be answered.

Bristol, Somerville & Co.,

[Formerly Geo. E. Bristol & Co.] **Hamilton**

Due to the embargo on Broom Corn it is quite hard to keep stocked up on brooms. We have a good selection. See our travellers.

Bristol, Somerville & Co.



Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. — MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

A STOCK of Furnivall's will put your jam sales on a higher profit-making basis. Your customers will buy Furnivall's regularly once they come to know what real quality it represents.

And the margin on Furnivall's is worth while.

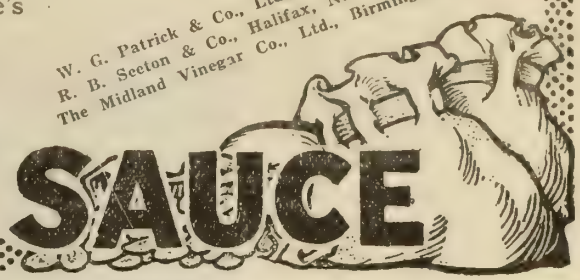
FURNIVALL NEW, LIMITED
Hamilton - Canada

There may be imitations of the bottle and label,

but there is only one H.P. Sauce

It's the contents of the bottle that counts—that's the reason why the demand for H.P. is constantly increasing—there's nothing just like

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

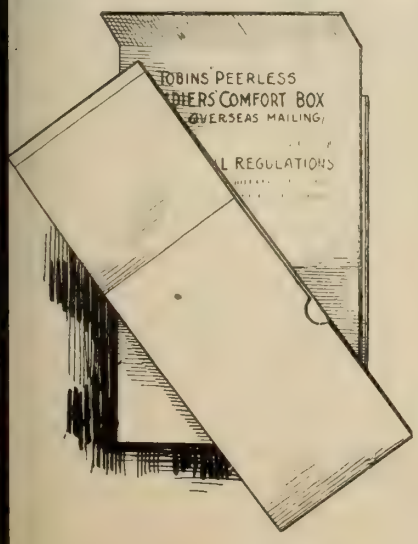


TEA MARKET

- Prices quoted on spot Teas at present offer an exceptional buying opportunity.
- The merchant who calculates import conditions and how they will affect prices later, will not miss this wide open opportunity.
- All import prices are cents per pound higher than the local markets.

KEARNEY BROS., LIMITED

33 ST. PETER ST. TEA–COFFEE SPECIALISTS MONTREAL, QUE.



HIGH-GRADE SPECIALS IN OVERSEAS TRADE

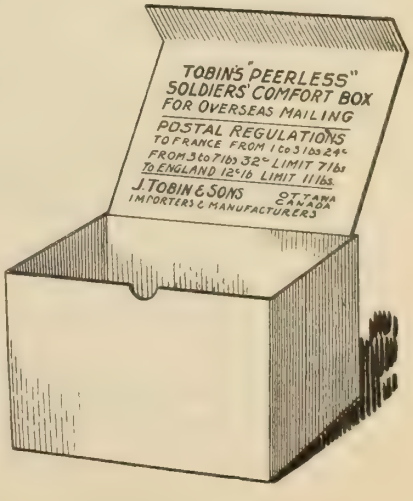
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND —the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circulars for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



Get stocked now with

MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

HIGH-CLASS STONEWARE

APRIL EGGS
JUNE BUTTER

The ideal container is a Stone Crock.
Our stock is complete.
Price, Butter Crocks 14c. per gallon.
Other articles just as low.

Ontario Crockery Co.
LONDON, ONT.



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.

Freemans
Food Products
Watford

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO



ROLA
"QUALITY"

EGG POWDER

Contents of a tin retailing at 25c will do the work of 2 dozen eggs, at the same time retaining the full food value of fresh eggs.

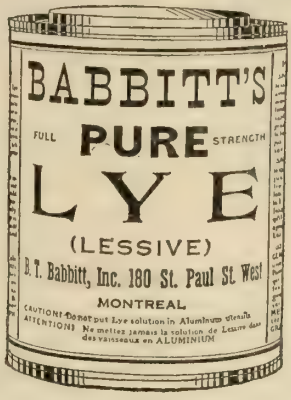
Packed one dozen in an attractive display carton.
(6 doz. in case)

Order from your Wholesaler.

SELLING AGENTS:

ROSE & LAFLAMME, LIMITED
MONTREAL - TORONTO

A WAR TIME ECONOMY



Babbitt's Pure Lye for Soap Making

Combined with fats and house grease, Babbitt's Lye makes excellent soap at trifling cost.

Directions on each tin.

The strongest and purest of concentrated Lye in a handy, patent-top can, it shows the grocer an attractive profit. Costs $4.50 per case of 4 dozen.

WM. H. DUNN, Limited,
General Agents - - MONTREAL
Dunn-Hortop, Limited, Special Representatives, Toronto



It's Canadian made. So push it!

The Cowan Co. Limited, Toronto

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

PUGSLEY, DINGMAN & CO., LTD.
JOHN TAYLOR & CO., LTD.
The above are two examples of firms we represent in Western Canada. Let us give your product the same attention.

F. D. COCKBURN CO

Grocery Brokers
Manufacturers' Agents WINNIPEG.

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - - Manitoba

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.

Sell your product to the West through this house

Our long-established prestige is at your service. Our men are keen; they cover the Western field constantly. Nine of them do retail work exclusively. They'll get you quick results.

We will send you full particulars and any information at our disposal. Write to-day to



SCOTT-BATHGATE CO., LTD.
140 Notre Dame Ave. E., WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WESTERN PROVINCES.

WHOLESALE GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

. H. ESCOTT CO. Ltd., Winnipeg, Man.
. H. ESCOTT CO. Ltd., Regina, Sask.
. H. ESCOTT CO. Ltd., Saskatoon, Sask.
. H. ESCOTT CO. Ltd., Calgary, Alta.
. H. ESCOTT CO. Ltd., Edmonton, Alta.
. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.
ead Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS, MANFS. AGENTS, GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents,
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

KINDLY MENTION THIS PAPER WHEN WRITING ADVERTISERS

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents

Have live men doing detail work throughout our territory. Manitoba, Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackag
Storage
Distri-
bution

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Finest Sept. Paraffined Cheese on Spot
W. H. Millman & Sons
Grocery Brokers
TORONTO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

ENGLAND

R. D. STOREY & CO.
Manufacturers' Agents and Importers
4 Brunner Road, Ealing, W. London, England
We can make a big success of your agency, now or after the war. Write us. Good bank reference.

This Space is Yours For $2.50 On Yearly Order

TO Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

WHEN WRITING TO ADVERTISERS KINDLY MENTION THIS PAPER

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

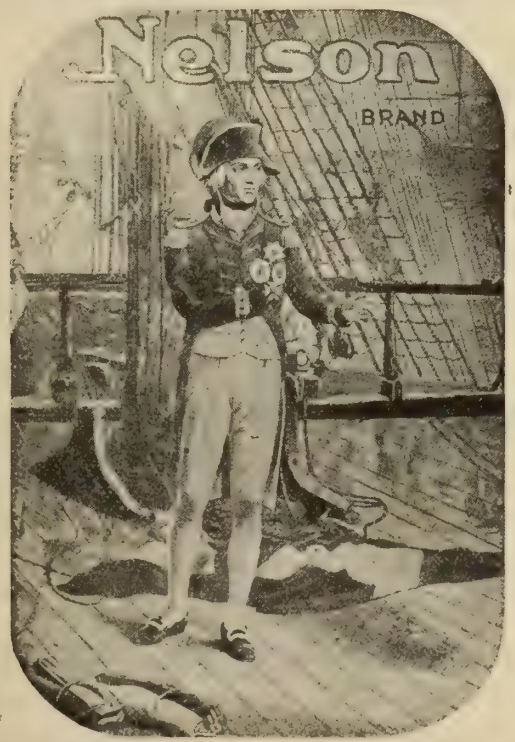
C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick ?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

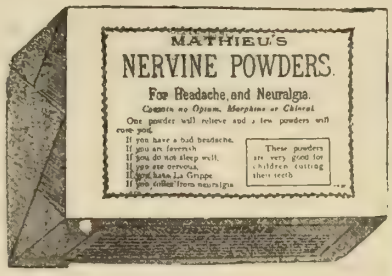
Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

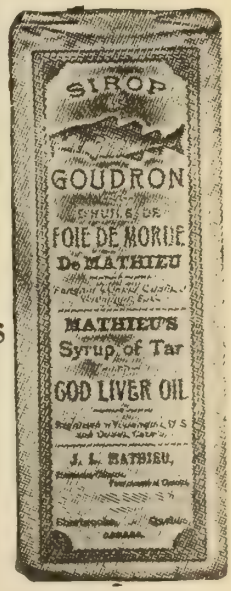
NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal





Every time you sell the Mathieu lines

you sell unstinted customer-satisfaction, and the repeats that are certain to follow will net you profits that are really worth getting.

Show Mathieu's

NERVINE POWDERS

and Mathieu's

SYRUP OF TAR

always. Recommend them. They will give satisfaction.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE QUEBEC

Business Houses by the Hundred Buy "Confidential Circulars" for Dollars When Cents Would Buy Far More Facts

Waldon Fawcett, Washington Correspondent, writes as follows in *The Fourth Estate:*

> "Hundreds and thousands of business houses in all lines of trade are to-day paying fees of $25.00 and $50.00 and upwards to 'business correspondents,' 'information bureaus,' etc., located in Washington, which do not supply in their weekly printed or mimeographed 'confidential' letters a tithe of the information obtainable through TRADE PAPERS at a fraction of the price."

THE MACLEAN PUBLISHING COMPANY own and publish the most comprehensive group of Trade and Business Newspapers in Canada. The paper you are reading now is one of the group. The complete list with their subscription cost per year is as follows:

THE FINANCIAL POST (Weekly)	$ 3.00 Per Year
HARDWARE AND METAL (Weekly)	3.00 " "
CANADIAN GROCER (Weekly)	3.00 " "
DRY GOODS REVIEW (Monthly)	2.00 " "
MEN'S WEAR REVIEW (Monthly)	2.00 " "
BOOKSELLER & STATIONER (Monthly)	1.00 " "
PRINTER AND PUBLISHER (Monthly)	2.00 " "
SANITARY ENGINEER (Semi-Monthly)	1.00 " "
CANADIAN MACHINERY (Weekly)	3.00 " "
POWER HOUSE (Monthly)	1.00 " "
CANADIAN FOUNDRYMAN (Monthly)	1.00 " "
MARINE ENGINEERING (Monthly)	1.00 " "
FARMERS' MAGAZINE (Semi-Monthly)	1.00 " "
MACLEAN'S MAGAZINE (Monthly)	2.00 " "
	$26.00

Any single issue of any one of the above newspapers most certainly contains far more information for the business man concerned than could possibly be put into the most voluminous circular ever mimeographed or printed. To subscribe to the whole list would cost you only $26.00 a year. And yet, as Waldon Fawcett intimates, thousands of business houses are still paying $50.00 and upwards for weekly mimeographed circulars containing not a tithe of the business news given in any single issue of any one of THE MACLEAN BUSINESS NEWSPAPERS.

THE MACLEAN PUBLISHING COMPANY, LIMITED

153 UNIVERSITY AVENUE, TORONTO

The Brantford Automatic Scale never guesses



The accuracy of the scale you use is a mighty important detail in the prosperity of your business.

Grocers who use the Brantford Automatic Scale know that their profits are safeguarded.

Nothing less reliable should satisfy you.

Write for particulars of this and the other scales, meat slicers and cheese cutters made by the

Brantford Computing Scale Co., Limited
BRANTFORD, ONT.

How is your stock of



Manufactured and Guaranteed by

Litster Pure Food Co. Limited
TORONTO

ANNOUNCEMENT

We have had complaints recently of substitution when Wethey's Condensed Mince Meat has been ordered, and in one instance the offending house deviated so far from the truth as to say that we had discontinued manufacturing this line.

This is simply to advise the retail grocers that there is not one reason in the world for any distributor not supplying our Mince Meat when ordered, and we want the retailer who has any difficulty to write us at St. Catharines, when the matter will receive immediate attention.

J. H. WETHEY, LIMITED

St. Catharines - - - Ontario

Save Sugar and Ships

By using more Brown Sugar and less Granulated you will release much extra tonnage in ships for the use of the Allies for carrying men and supplies overseas. This will be a patriotic duty and help win the war.

Royal Acadia Sugars—Highest Purity.

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

Customers who pride themselves on spotlessly white linen and lace continually recommend it to their friends who pass on the information to other particular people. It is really worth your while to have your store associated with Ocean Blue.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,

The Gray Building, 24-26 Wellington St. W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.

"McCASKEY" ACCOUNT SYSTEMS



For Every Business.

Send for booklet—

"A Credit Plan That Works."

McCASKEY SYSTEMS, LTD.

245 Carlaw Avenue

TORONTO

We manufacture the highest grade

CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

Its ASSAM qualities

give it richness, strength, economy

THERE are over a dozen different varieties of choice teas skilfully blended to produce Red Rose Tea. The majority of the teas are ASSAMS, which are noted for their full flavor, richness, strength and economy.

These ASSAMS give Red Rose Tea its distinctive quality—a tea that is unlike any other—and which is never sold in bulk, but always in the sealed packages that are to be found in almost every grocery store in Canada.

Don't you think it would be good business to make this distinctive and popular tea your leader rather than to push the sale of common teas that can never give the same satisfaction to your customers?

T. H. Estabrooks Co., Limited

St. John, Toronto, Winnipeg, Calgary.



Just a level teaspoonful

of Egg-O Baking Powder to one cup of well sifted flour. That's the Proportion.

And the Results — whether used with sweet milk, sour milk, buttermilk or water —such as will delight the heart of every good housewife.

For Egg-O besides being Economical is the very best Baking Powder made—the very best Baking Powder for you to sell because it is guaranteed in the tin and in the baking.

Don't be content to stock Egg-O. Boost it. Hand it out with your very best recommendation. It will live up to it.

Egg-O Baking Powder Co., Limited

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

THE NEW APPETISER

Delicious Flavour **SAVORA**



Delicate Aroma **SAVORA**

Made with Colman's D.S.F. Mustard and packed in glass jars. Cases contain 2 dozen 35c. size. 4 dozen 20c. size. Your Customers will appreciate "Savora" after the first trial. It is the finest Mixed Mustard put up and is delicious with all Meats and Salads.

MAGOR, SON and COMPANY, LIMITED

191 ST. PAUL ST. W., MONTREAL — Canadian Agents — 30 CHURCH ST., TORONTO

You will sell some every day

Because no good housewife will "pass up" such really useful and reasonably priced Stone Jars as we offer her through you.

It is without doubt the most economical and sanitary ware on the market. There is a need for it in every home, and the demand in your community should warrant a daily display in your store.



Our complete line includes butter crocks, preserve jars, mixing bowls, fruit jars, self-sealing jars, etc.

Write for new price list to-day.

Churns with Stone Covers

(Dashers Included)

2 gallon	$ 7.92 per dozen
3 gallon	10.32 per dozen
4 gallon	12.48 per dozen
5 gallon	14.40 per dozen
6 gallon	15.56 per dozen
8 gallon	25 20 per dozen
10 gallon	31.20 per dozen
12 gallon	36.00 per dozen

Cheaper and more sanitary than Wooden Churns.

Tall Butter Jars

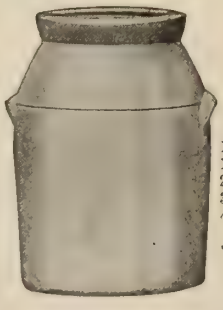
With or Without Covers.



¼ gallon (3 lb.)		
½ gallon (5 lb.)		
1 gallon (10 lb.)		
2 gallon		at 15c per gal.
3 gallon		
4 gallon		
5 gallon		
6 gallon		

Dark glazed inside. Light and Dark or All White outside.

Tall Jars or Covers	¼ gal.	count as ½ gal. each
Tall Jars or Covers	½ gal.	count as ¾ gal. each
Tall Jars or Covers	¾ gal.	count as 1 gal. each
Tall Jars or Covers	1 gal.	count as 1 gal. each
Tall Covers	1½ gal.	count as 1 gal. each
Tall Covers	2 gal.	count as 1 gal. each
Tall Covers	3 and 4 gal.	count as 1½ gal. each
Tall Covers	5 and 6 gal.	count as 2 gal. each



Preserve Jars

(With Stone Covers)

¼ gal.	$ 1.80 per dozen
½ gal.	2.70 per dozen
1 gal.	3.60 per dozen
1½ gal.	4.80 per dozen
2 gal.	5.75 per dozen
3 gal.	8.40 per dozen
4 gal.	10.80 per dozen

Jars can be made air tight by sealing with wax.

The Toronto Pottery Co., Limited

617-8 Dominion Bank Bldg.

KING AND YONGE STS. - - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXII. TORONTO, APRIL 19, 1918 No. 16

Grocery License Problem Explanations

There is Evidently a Good Deal of Uncertainty as to How to Fill Out the License Application Form—Some Hints on This Matter— Also Some Evidence to Prove That the Regulation Will Not be as Burdensome as Some Merchants Fear

THERE has been so much misunderstanding with regard to the grocery licensing scheme and CANADIAN GROCER has received so many anxious enquiries regarding the matter that there is published herewith a copy of the form of the license in the hope that it may be of some service to the retailer.

The chief difficulty in the matter seems to be with general stores and those grocers who have branched out into various lines not definitely associated with the grocery trade.

For instance, the accompanying letter illustrates some of the problems that are confronting the grocer in this matter.

"The Canada Food Board, in its Order No. 22 state that on and after May 1 a person cannot engage in one or more of the retail trades enumerated below without having first obtained from the Canada Food Board:

"A retail butcher's license.

"A retail baker's license.

"A retail produce merchant's license.

"A flour and feed merchant's license.

"A retail fruit and vegetable merchant's license.

"A retail fish merchant's license.

"Do you think the Food Board intends by this order that a village or country general merchant, whose stock consists of various lines of merchandise would be required to obtain a license for the retailing of those lines, besides having to obtain a retail grocer's license.

"For instance, a general merchant, whose chief trade is in dry goods, groceries, boots and shoes, but who in addition sells say two baskets (60 loaves) of bread shipped from a city bakery weekly, 50 pounds cured meat weekly, one bunch bananas and one half case of oranges weekly, one ton of flour and feed monthly, four kegs pickled fish yearly, and an exceedingly small percentage of butter and eggs which he has taken from farmers in exchange for goods. Would he be required to obtain other than a retail grocer's license in this case?"

It is not possible to answer this question definitely because the Canada Food

Form 8

TRADE CLASSIFICATION.....
(For use of the Canada Food Board)

To the
Canada Food Board
Ottawa

CANADA

License No .....

APPLICATION FOR LICENSE TO SELL BY RETAIL FOOD OR FOOD PRODUCTS

..... 19 .....

Application is herewith made by.....

(Name of Individual, Partnership or Company.)

of.....
(Street and No.)

(City, Town or Village.) *(Province.)*

for a **RETAIL GROCER'S LICENSE** at.....
(Street and No.)

(City, Town or Village.) *(Province.)*

for the year ending 30th April, 19....., subject to the Rules and Regulations of the Canada Food Board.

If Partnership.....
(Names of Partners.)

If Company.....
(President.) *(Secretary.)* *(Manager.)*

Do you now hold a License under the Canada Food Board?..... If so, give No.....

If you are doing business as a Departmental Store or Co-operative Association, state which.....

Are you prepared to support a "Union Delivery" System for the retail trades of your district?.....

.....
(Signature.)

*(a) I/We.....of.....do solemnly declare that the value of my/our turnover in trade for the year ending, 1917, was $.....and no more.

*(b) I/We.....of.....do solemnly declare that I/we have not been previously established in business as.....

Sworn before me
at
this day of A.D. 1918

.....

*(Strike out part of affidavit which is not applicable.)

Should the total annual trade of applicant include ten per cent (10%) or more of the undermentioned, give the following information:—

Annual Turnover in Groceries	$.....
" " " Fresh Killed, Chilled or Frozen Meats (Including Poultry)	$.....
" " " Dried, Frozen or Fresh Fish (Not Canned)	$.....
" " " Fresh Fruit, Home Product and Imported (Not Canned)	$.....
" " " Fresh Vegetables, Home Product and Imported (Not Canned)	$.....
" " " Bakery Products	$.....
" " " Flour and Grist Mill Products	$.....
Total	$.....

Remittance of $..... is enclosed herewith based on the fees set forth below:—

When the value sold does not exceed $ 20,000 per annum	$ 2 00
" " " " " " 40,000 " "	4 00
" " " " " " 60,000 " "	6 00
" " " " " " 80,000 " "	8 00
" " " " " " 100,000 " "	10 00

And an additional $2 for each $20,000 or fraction thereof of the value sold in excess of above figures.

Form 2160—25m—3-18.

The form of license application that must be filled out by every merchant dealing in groceries.

Board has given no definite decision in the matter.

Unquestionably, however, this board will treat the matter reasonably, and it is safe to say that the general store merchant will not have to have a list of licenses to cover all the goods handled.

Grocery License Required

He will have to have a grocery license, that goes without question, and the sooner he gets it now the better. As far as the other items go it will depend entirely on the extent of the business done in these as to whether further licenses will be required.

In the latter part of the license form will be seen a list of other lines that may or may not be handled by the grocer. It will be noticed that the merchant does not have to make any definite return on these items unless they represent ten per cent. or more of his actual turnover. The very probable meaning of this is to cover the very point raised by the letter quoted above. The items referred to would hardly be likely to exceed 10 per cent. of the total turnover. In that case it is a fair inference that only a grocery license will be required. As to whether everything over and above 10 per cent. will require a special license rests entirely upon the decision of the Food Board. Unquestionably where one or more of these departments represents a large item in the business it will require a license.

About the Sworn Signature

The matter of the blank for the signature of a notary has also caused many merchants a good deal of uncertainty. For that reason CANADIAN GROCER queried Henry Amphlett director of licenses, who has charge of this matter, as to whether such a sworn affidavit was a necessity and pointing out that there were many instances wherein any hard and fast regulation of that kind might cause a great deal of inconvenience. His reply indicated that the board intend as far as consistent with the proper enforcement of the order to meet the merchant half way in these matters.

His letter reads as follows:

"The application form as you will notice does call for an affidavit as to turnover, and, whenever records of business done have been kept we must insist upon such affidavit being made. We realize, however, that in many instances books are not kept in connection with retail trades, in which cases the trader will be expected to very carefully estimate the amount of business being done and base his statements thereon. Even in the cases where book-keeping is not available most traders have a very definite idea as to the amount of business they are doing.

"If it would work a real hardship upon any trader in the remote districts to furnish the necessary affidavit, a statement of his position would enable us to forego the affidavit question.

"We are asking for the supplementary details in cases where a retail grocer or other trader may be doing business in certain lines which are not exactly identical with his trade but which may at the same time form a necessary and contributory portion of his business.

"This was done chiefly that we may have recorded in our card system any firms which may be trading specially in lines other than those for which they are licensed."

This letter should relieve many merchants from a great deal of anxiety regarding this matter and make the filling out of this license form an easy matter. Where it is impossible to obtain an affidavit the merchant should sign his name to the statement of the turnover of his business, reckoned as correctly as his records permit, and send in the application for licenses accompanied by the amount of the license fee for the amount of turnover sworn to on the basis of the scale appearing at the foot of the application.

In the affidavit itself the merchant will note that there are two sections (a) and (b). The merchant who has been in business for a year and sends in returns covering twelve months' sales will strike out section (b). If however has has only been in business for, says, six months, he must fill in section (a) and also section (b), swearing to the fact that he has only been in business for this length of time.

There is considerable uncertainty evidently also in the matter of when these licenses are required, and as to where they may be obtained, if the number of enquiries being received regarding this matter is any evidence. These licenses are required by the grocer or general store doing business on May 1. If they have not been already received they may be obtained from H. Amphlett, Director of Licenses, Canada Food Board, Ottawa.

The merchant will be well advised to attend to this matter promptly and so avoid any possibility of inconvenience.

Lower Prices Possible for 1918 Canned Goods Pack

Past High Prices Have Limited Demand to Within the Limit of the Small Production—Big Pack Expected the Coming Season.

ON a recent visit to Prince Edward County, where a large amount of canned vegetables is put up each year, a representative of CANADIAN GROCER was impressed with the preparations already under way to increase the pack for the coming season. Two new factories are under construction which will pack tomatoes only and there are eight others which will only touch this vegetable if they operate. Out of over twenty-five factories throughout the county there are eight large Dominion Canners plants, only five of which will likely be running. Altogether it is thought that not less than twenty plants will be in operation throughout the county and reports from other canning centres are equally encouraging.

Scarcity of Help a Factor

The scarcity of help will mean that some plants will have to stand idle, but it is realized on all sides that every effort should be exerted to run if at all possible. There is no reason to expect that the embargo placed by the United States Government on the export of canned goods will be lifted so Canada must depend entirely on her own output this year. It is very likely too that heavy demands will be made for our fighting men, so another important reason presents itself as to why production be stimulated to the highest possible degree.

Supplies Already Under Contract

Already it has been intimated that the necessary acreage for capacity production of tomatoes has been secured in Prince Edward, and other vegetables are being quickly arranged for. The early spring will do much to enable seeding to be gone ahead with and the early start should do much to overcome the labor shortage on the farms.

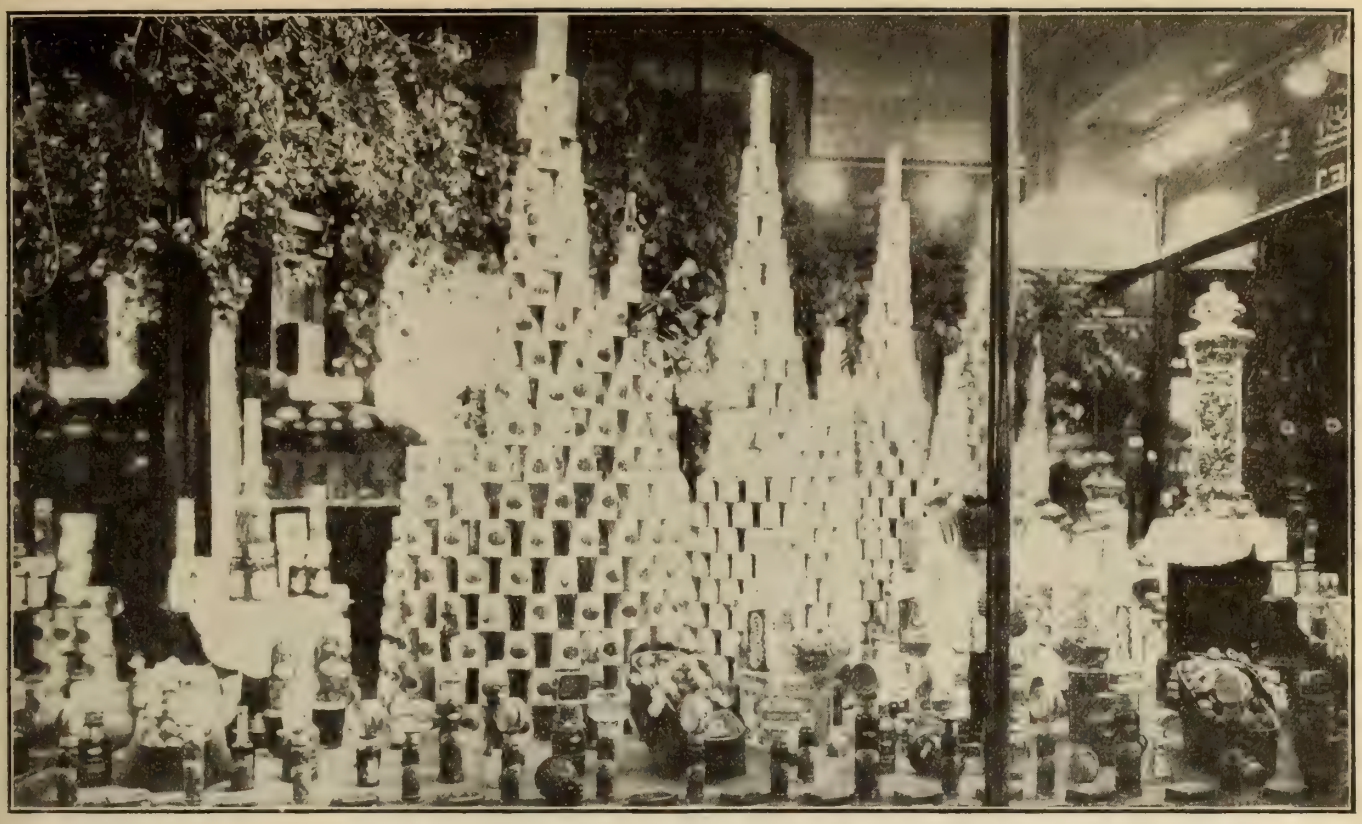
It was intimated that any surplus capping machines which may be standing idle are being sought out by the manufacturers and distributed to points where they will be used. New machines are very hard to secure and it is said this is the only way in which the demand can be taken care of this year.

What the future holds in store in the matter of prices cannot yet be foreseen. It must be remembered that the present high level of quotations was arrived at principally because of the short pack last year in all vegetables. The pack of beans in 1917 was only about 12 per cent., the pack of peas 40 per cent., the pack of corn 15 per cent., and the pack of tomatoes 20 per cent. There was a limited quantity imported from the States prior to the placing of the embargo.

Lower Prices Possible

There is no doubt but that present high prices have curtailed consumption considerably, and indications are that stocks will carry through nicely until the new pack is available. Should a normal pack or even a 75 per cent. pack result this year, it is inevitable that prices will decline or the goods will not be consumed. The position, then, of the packers must be clear in the event of a heavy pack, lower prices will undoubtedly rule. Only to the extent that a correspondingly short pack to that of last year shall prevail, will prices range as high for 1917.

In so far as the human hand and mind can provide against Divine intervention it looks very much as though canned goods will be available in considerably larger quantities and insofar as this is realized will prices recede from their present altitude.



A timely and effective window display suggestion

A NEW ORDER TO CURTAIL HOARDING

Food Board Can Now Compel Sales of Goods if in Their Opinion Further Holding Will Injure Them—

A new order has been formulated by the Canada Food Board, providing the machinery to safeguard the public against any tendency toward hoarding. This order provides for the enforcement of the sale of any goods held by any distributor when it is considered that the further holding of these goods will result in deterioration in quality. It also empowers the Canada Food Board to at any time prescribe the amount of stocks that they may carry of any particular articles.

The full terms of the new order are as follows:

1. The wilful waste of any food or food products where such waste results from carelessness, or from the manner of storage thereof, or is due to any other avoidable cause, is hereby prohibited. It shall be the duty of each municipality in Canada to enforce this regulation within its municipal limits.

2. If the Canada Food Board has reason to believe that any food or food product suitable for human consumption is stored or kept in any warehouse, store, private residence, building, premises, ship, railway car or other conveyance, and that it is likely to become unfit for human consumption, the Canada Food Board may notify the owner or other person who has control of the same to immediately sell, or to otherwise deal with the same that no loss or further loss of such food or food product may result; and if such owner or other person does not forthwith comply with the terms of such notice, the Canada Food Board may seize the said food or food product, and sell the same, or take such other action as may prevent, as far as practicable, further loss or deterioration, and to sell or direct the sale thereof thereafter. In any case, where the Canada Food Board sells any such food or food product, it shall pay the proceeds of the sale to the owner or other person who had the control therein connection with such seizure and sale, and any other action taken for the preservation and disposal of such food or food product.

3. The Canada Food Board shall have power from time to time to make orders prescribing the amount of any kind or kinds of food or food products that may be purchased or held by any person, whether such food or food products are purchased or held for sale, exportation or private consumption, and may seize any food or food product thereafter purchased or held in excess of the amounts so prescribed. Any food or food product so seized shall thereby be forfeited to His Majesty and shall be disposed of in such manner as the said Board may from time to time direct.

4. The Canada Food Board shall have power from time to time to order that any food or food product held by any wholesale or retail dealer or by any warehouseman named in such order shall be forthwith sold in such manner as the Board may direct.

5. Any person violating any of the provisions of these regulations, or of any order made thereunder, or obstructing or impeding any officer or person enforcing or carrying out any of the provisions of these regulations, or of any order made thereunder, is guilty of an offence, and shall be liable on summary conviction before a Police Magistrate or two Justices of the Peace to a penalty not exceeding one thousand dollars, and not less than one hundred dollars or to imprisonment for a period not exceeding three months, or to both fine and imprisonment.

6. Where the procedings in any case in which a fine is imposed under the authority of these regulations are instituted at the instance of any municipality, or by any officer of a municipality, the fine shall be paid to the treasurer of such municipality, to be disposed of as the municipality may from time to time direct. And where such proceedings are instituted at the instance of, or by any provincial officer, such fine shall be paid to the provincial treasurer, to be disposed of as such treasurer may from time to time direct.

REGINA BOARD OF TRADE AUGMENTS MEMBERSHIP

The annual spring membership drive of the Regina Board of Trade has resulted in the securing of 142 new members. There is a movement on foot among the members to widen the scope of the board by the formation of separate departments for wholesalers and retailers and other business and professional men, to meet separately for the discussion of business pertaining particularly to the business in which they are engaged. A wholesale section is being thought of, as well as a retail section of the Board of Trade.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886
The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - - President
H. T. HUNTER - - - - - - - Vice-President
H. V. TYRRELL - - - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

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Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXII. TORONTO, APRIL 19, 1918 No. 16

VANCOUVER barbers are going to charge 50 cents for a haircut and 25 cents for a shave according to a newspaper despatch. It is our guess that there will be conservation in other places besides the garden.

* * *

A GERMAN submarine has bombarded the Negro republic of Liberia. Not a very profitable task bombarding a continent like Africa.

* * *

AFTER all now that the daylight saving plan is in actual operation who notices the difference, and where was the reason for all the argument against it? If we have lost an hour somewhere we certainly haven't missed it, and we will get it back in October, and in the interval there is another hour of daylight in which to chivvy the garden worms.

THE ERROR OF TOO MUCH OFFICIALDOM

ON many occasions past we have urged the shortsightedness of some official activities in regard to regulations of the food trade. We have contended that in many instances they accentuated the very conditions they were intended to relieve. We have urged also a wider vision of the necessities and opportunities of the trade than was given to the public by the press.

We are glad to find our viewpoint somewhat mirrored in the following editorial clipping from no less an authority on grocery matters than *The Grocer*, London, England:

"At the present time all should be anxious to do their best to relieve the position, which is graver than at any time previously. We believe that the best efforts are being made to produce more in this country, and much can be done provided individual enterprise is untrammelled by official restrictions. It is essential that there should be a better understanding of what it costs the farmer in time and money to produce food, and, at the same time, of the cost of distribution and of doing business. There would be fewer complaints about profiteering if this point were better understood, because people have not realized the exceptional position created by the war. But the sensational press, in their zeal for excitement, caused much misunderstanding by their misstatements; official inquiry has proved these views to be erroneous.

That appears to us to be a very fair setting of the necessities of the case.

THE RETAIL GROCER'S LICENSE

THE time for the retail grocer to have his license in hand is drawing near. On May 1 it will be unlawful for any grocer to do business without a license. There seems to be still a good deal of misunderstanding about this matter, but of that one fact the grocer may be sure and govern himself accordingly.

In the present issue appears an article dealing with the licensing problem. It will be well for the merchant to consider this matter carefully and get his application form away at once.

THE WORLD'S NEED

IT is a hard matter to make Canadians realize the great fact of how important a part food is to play in the settlement of the great struggle now being waged. On this continent rests the great task of feeding the world. That task involves sacrifices on our part, a thing that we have but dimly realized to the present. Consider these words from the *Grocer*, London:

"It is believed that, as the primary solution of the food problem, every effort will be made in North America to ensure greater production. There will be an increased acreage sown in bread grains, and no care will be relaxed to ensure a larger output of provisions. The situation is critical, and it is recognized that the successful prosecution of the war by the Allies depends in a large measure upon the extent of food production and food conservation this year by our friends on the other side of the Atlantic."

Here is a statement of the obligations that we cannot overlook.

THE NEXT WEEK'S ISSUE

NEXT week the Annual Spring and Summer Number of CANADIAN GROCER will appear. No effort has been spared to make this issue one of unusual interest and value, and it is hoped that every subscriber will study this number carefully and urge his clerks to do likewise. There are a large number of articles in this issue that should, we feel, be of great value to the merchant in improving the service that he is able to give his customers, and in suggesting ways in which he can reach out into a still larger field of usefulness. It has been the effort of the staff to deal with the ideas suggested in a thoroughly practical way, and to give the facts of the various business activities described so that many other merchants can make some use of these ideas to their own advantage.

Current Events in Photograph—No. 16



THE AMBULANCE TRAIN

WHEN the heat and excitement of battle is over then comes the ambulance train. The spirit of science that has set itself to kill is changed to a gentler spirit of gentleness and healing. In this photo two American officers are seen examining one of the ambulance cars of a long ambulance train that is to-day easing the suffering of the wounded men in France.

The Problem of Fixing the Price of Wheat

Figure of $2.21 Likely For 1918, With no Action as to 1919—The Situation at Present as It Effects the Flour Market.

From the Financial Post

WHAT will be the guaranteed price of wheat in Canada in 1918? Will the price of wheat be fixed also for 1919?

Wheat has made Western Canada prosperous, for during the past two years wheat has risen from 90c a bushel to $2.20 a bushel, which gives the farmer at least $2.00 a bushel for his wheat at his barn door. Increases in labor costs have not absorbed all the profit he has been able to obtain from the high price of wheat.

At Winnipeg last week the Canadian Grain Commission decided that $2.21 a bushel for wheat at Fort William and Port Arthur was a fair price for the year 1918 and recommended that the Canadian Government guarantee this price at once. The Canadian Grain Commission decline to fix a minimum price for wheat for 1919.

With some show of reason the Canadian Government delays sanctioning the findings of the Canadian Grain Commission. In the United States there is an agitation for $2.50 wheat, which, however, has been thwarted by legislative conflict and by resolutions passed by conventions of farmers themselves who have protested that $2.50 a bushel is too high. Information is available that in the final outcome the price of United States wheat for 1918 will be $2.23 a bushel as compared with $2.21 last year.

A Price for 1919

In Canada the agitation for guaranteeing the price of wheat not only for 1918 but also for 1919 has not reached the House of Commons or the Senate, but in Western Canada it has been the subject matter of much discussion, resulting in pressure reaching some Western members of the Cabinet. With it has come the plea that if greater production is expected of the western farmer in 1918 then they should be given free agricultural implements and other paternal consideration.

Fixing the price of wheat at $2.20 a bushel, as was done last year, meant that Canada guaranteed that price to the producers and the railways at Fort William and Port Arthur. By Canada is meant the taxpayers of Canada. If the price of wheat in the markets of the world, namely Liverpool, had dropped to $1.00 a bushel still the people of Canada would have had to pay $2.20, or $1.20 more than Liverpool was paying. That did not happen, but its possibility was ever present.

The wheat situation in Canada is closely allied to the flour situation. To-day there is a conflict of opinion as to the amount of wheat in the hands of Canadian farmers and farmers' associations. If it is not larger than it is believed to be then it is almost certain that the flour mills of Canada will close down during the months of July and August. This will have an appreciable effect upon the public for Canada consumes its flour as fast as it is produced and there are no reserves anywhere. If the flour mills shut down in July the bake shops will close in August.

The price of flour for export is fixed by the Wheat Export Company, which is bidding $10.80 a barrel for spring

(Continued on page 35.)

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

William F. Rogers, who, before retiring on account of ill-health, conducted a retail grocery business in Dorchester street, St. John, died recently.

Large quantities of spoiled eggs have been carted from the cold storage plant in St. John and destroyed in the civic incinerator.

It is predicted that potato producers and jobbers in New Brunswick who held back their stocks last fall will have to take a loss owing to indications of a surplus in the province and the lack of outside markets.

The St. John Housewives' League has been securing information on the difference in prices charged for the same articles by different grocers and are moving to secure a more definite scale of prices proportionate to values.

The grocery merchants, wholesale and retail, were well represented in the citizens' delegation from St. John which waited on the provincial legislature this week to protest against increased rates for electric current, gas and street car fares for which authority is sought by the New Brunswick Power Company.

When Atlantic sugar was advanced 50 cents and Acadia and St. Lawrence sugars 40 cents per hundred, while Redpath's remained stationary, there was something of a mix-up in the St. John markets. The newspapers took up the question of why raw sugar could be carried from St. John, refined and freighted back again and still be sold at a lower price than the locally refined sugar. Since the increase in price the Atlantic Sugar Refineries have announced an increase of ten per cent. in wages.

An international conference of New Brunswick and Maine sardine packers and fishermen was held this week at Bangor, Me. It was decided to adopt the hogshead of seventeen and a half bushels as the standard of measurement. No agreement was reached on the subject of prices, the fishermen asking $35 and the packers' offers averaging $20.18. The matter was left to a joint committee, the conference agreeing to accept their finding, subject to approval of the Canadian Food Board.

Quebec

C. H. Fournier, grocer, Montreal, Que., has sold out.

Dodier & Crete, grocers, Levis, Que., have dissolved.

The Canadian Maple Exchange, Ltd., have moved their plant to more commodious quarters and are now located at 344 Delormier Avenue, Montreal.

Hon. Hormisdas Laporte, president of Laporte, Martin & Co., wholesale grocers, Montreal, is leaving this week for Atlantic City and southern points where he will spend several weeks.

Ontario

John Monuk, grocer, Ottawa, Ont., has sold out.

J. A. Lalonde, grocer, Cobalt, Ont., has sold out.

H. H. Pickle, grocer, Leamington, Ont., has sold to G. E. Fox.

D. McRae, grocer, Springfield, Ont., has sold to H. McTaggart.

F. X. Courville, grocer, Ottawa, Ont., has suffered fire loss.

C. Barrett, grocer, Toronto, Ont., has sold to Grigor & Davis.

S. Eldridge, grocer, Woodslee, Ont., has discontinued business.

Mrs. J. Mattice, grocer, Toronto, Ont., has sold to H. Barr.

H. A. Summers, general store, Cairo, Ont., has sold to G. A. Stewart.

A. Brown, grocer and wholesale produce, Cochrane, Ont., is selling out.

W. A. Perkins, general store, Petrolia, Ont., has been succeeded by R. Craig.

J. L. Freeman, of Freeman & Sheehy, is in Toronto on business this week.

Bowles Bros. (Est. of), grocers, Fort William, Ont., has been succeeded by F. A. Gordon.

H. M. Wanamaker, who recently took over the Holloway store in Lindsay, Ont., is a late lieutenant in the C.E.F.

Brantford, Ont., Merchants' Club has decided to retain Wednesday half-holidays during July and August of this year.

North End Merchants' Association of Toronto tendered the Ladies' Auxiliary of the association a reception and social evening.

Cleanall Soap Company Ltd. has been incorporated with headquarters at Toronto, with a capital of $40,000. J. O. Paterson and G. O. Paterson are provisional directors.

An attempt is being made to obtain the consent of all grocers of St. Catharines to close stores on Wednesday afternoons for six months from the first of May.

Fire recently destroyed the barn and contents belonging to G. W. Burgess, grocer, Dundas street, Brockville, and also a horse. Mr. Burgess was in the barn and a horse kicked a lantern, setting fire to the straw.

The recent order of Fuel Controller Magrath prohibiting the use of gas produced from coal for advertising or display purposes has little effect on Hamilton merchants, who can use the natural gas supply.

The Ontario Women Citizens' Association of Cobourg has endorsed the action of town merchants in eliminating duplication of deliveries. Merchants have also been requested to consider a Cash-and-Carry department with suitable reduction in prices of goods carried.

Western Provinces

Sargent Grocery, Winnipeg, Man., has dissolved partnership.

Mrs. W. White, general store, Canora Sask., has sold out.

Z. Alpert, grocer, Winnipeg, Man., has been succeeded by P. Budnik.

I. Genser, general store, Stonewall Man., has sold to F. S. Burge.

Macdonald, Neil & Co., general store Elgin, Man., has suffered fire loss.

F. A. Fraser, grocer, Govan, Sask., has been succeeded by C. B. Latta.

Synke general store, Vermillion, Alta. was destroyed by fire.

J. A. Riddle, general store, Canwood Sask., has been succeeded by H. Field.

White & Ziegler, general store, Souris Man., have been succeeded by A. Zieg

E. P. Ochitwa, general store, Donwell Sask., has been succeeded by J. Chocholik.

Sovig & Melby, general store, Tribune Sask., have been succeeded by R. J. Sovig.

Broadway Grocery (J. A. Lemay), at 664 Broadway, Winnipeg, was recently burglarized and a quantity of goods stolen.

At a recent meeting of the Social Welfare Commission of Winnipeg it was suggested that a grocery store be established by the city for relief purposes to eliminate a portion of the cost of such relief.

H. B. Urquhart, grocery manager of F. W. Smith, Ltd., Weyburn, Sask., underwent an operation recently for appendicitis. We are glad to report that he is doing well, and his many friends hope soon to see him back on the job.

R. J. Frizzle and G. M. Cowderay, a few weeks ago, opened at 703 Center Street, Calgary, the first Groceteria to do business in Alberta. The public have taken very kindly to the proposition.

H. M. Jenkins, Calgary, has recently opened a Grocetria (note different spelling) on 8th Avenue. In these two stores the prices are plainly marked, the customer may bring own basket and pass along, and select the articles they wish, and then take them to the cashier's desk, where the wrapper takes them out of the basket and calls out the amount of each purchase to the cashier, who adds them on an adding machine, then hands to the customer a slip on which is the total of the purchase. There is also a row of baskets on a counter, which you pass on entering. You may take a basket, select your goods, return to the cashier's desk, and the goods will be wrapped for you. Mr. Jenkins claims that the name Grocetria, had been registered by him at Ottawa, in August, 1916.

FIRE SWEEPS VERMILION, ALTA.

Serious Blaze Almost Wipes Out Business Section of the Town—Many Grocers Suffer Loss

Fire which swept through the business section of the town of Vermilion, Alta., on Friday last did damage that is estimated at $500,000. Every business block, with the exception of one, was practically wiped out, among the losses being the post office, the town offices, and the Royal Bank building. It is understood that the insurance will net about 60 per cent. of the total loss.

The fire started about 2 o'clock in the afternoon with a small blaze in the implement warehouse of Joseph McKono, and in less than two hours twenty-five buildings had been destroyed with most of their contents. The spread of the fire was due to a heavy wind that was blowing, and lack of an adequate water system. The fire brigades of Lloydminster and Vegreville were rushed here on special trains and did effective work in preventing the further spread of the flames.

The more important losses to the grocery trade, as nearly as they can be estimated, are: Stephens, Ltd., $40,000; Craig Brothers, $50,000; M. Sener, $35,000; J. B. Hunt, $7,000; T. A. Wetherbee, $7,000; Al Wener, $10,000.

These, added to other losses, make the total about $500,000.

HIGH PRICE FOR DRIED FRUITS

Silar Harris, a member of the firm of Guggenhoime & Company, San Francisco, was in Winnipeg last week, calling upon the firm's representatives, C. H. Grant Co. Speaking to a representative of CANADIAN GROCER, Mr. Harris stated that the big lines of dried fruits such as prunes, peaches and raisins, are likely to be very high in price for new crop. It was customary in normal years, he said, to name new prices in January, but the growers had promised the Government this year that they would not name prices until May. Nothing could be said as to probable prices until they knew something regarding the size of the crop. Spot stocks of raisins were practically cleaned up. The same applied to peaches. Large size prunes were off the market, and packers were left with only 70/80's, 80/90's, and 90/100's, but these would be cleaned up before new crop arrived, so that there would be nothing left to carry over. Mr. Harris said he expected prices on dried fruits would be much higher than they were last year.

With regard to nuts, they were expecting an unprecedented demand in California both for walnuts and almonds, as the importation of European stuff was prohibited. Under these circumstances it was hard to say at present what prices would be quoted.

A CORRECTION

In an item re canning houses appearing in last week's issue, the statement was made that canners were allowing 2½ per cent. bonus to those merchants who took delivery as soon as goods were packed. The item should have read 2½ cents a dozen.



Among the British firms that have done much in the present war is that of J. G. Cox, Edinburgh, Scotland.

The eldest member of the firm, Harold B. Cox, is a captain in the Royal Field Artillery, and on the staff. Douglas Cox is in the Royal Engineers, and Robert Cox in the Intelligence Corps; every one has been actively engaged ever since the very beginning of the war.

This comprises all the male members of the family and every one is a member of the company. Harold and Robert Cox are well known in the country, which they have visited in connection with the business.

Private Frank J. Lortie, brother-in-law of H. G. Smith, of the H. G. Smith wholesale company, Regina, has been gassed, and admitted to a field hospital, according to word received by Mr. Smith. Private Lortie was serving with the 15th Battalion, Toronto, and was in the trenches 15 months. He was gassed on March 22, in the early part of the big German offensive.



J. L. FORREST
who has been placed in charge of the Saskatoon branch of Watson & Truesdale, Winnipeg.

WINNIPEG FIRM OPENS SASKATOON BRANCH

Watson and Truesdale, manufacturers' agents, Winnipeg, have opened a branch office at Saskatoon to take care of their trade in northern Saskatchewan. They have appointed J. L. Forrest manager. He is well known in Saskatoon, having been in the brokerage business there for a number of years.

DEATH OF A. G. BRAND

A. G. Brand, of Glasgow, Scotland, director of the Acadia Sugar Refining Co., Halifax, N.S., died on Sunday, the 4th inst., at Halifax, N.S. Mr. Brand came to Canada about two years ago representing the interests of Scotch shareholders of the company. At no time during this period was he in robust health, being well up in years, and following the effects of the disastrous explosion at Halifax on December 6 last, Mr. Brand's health rapidly declined. Mrs. Brand, two daughters and one son were with him at the last and one other son and daughter survive him in the Old Country.

He was head of the firm of Brand Bros., commission merchants, Glasgow, Scotland, formerly Barclay and Brand, which firm received the first consignment of Manitoba wheat shipped to the United Kingdom, now many years ago. It is said copy of original bill of lading is now to be found framed and hanging in the Grain Exchange at Winnipeg.

WILL ASK THAT TRAVELLERS' SAMPLES BE LIMITED

Suggestion Made That Photos Be Used to Replace Actual Samples—No Definite Action Taken

A meeting was recently held between representatives of the Commercial Travellers' Association and the Eastern Passenger Association with the idea of limiting the amount of baggage carried by the travellers. It was proposed that trunk men should cut the number of their trunks in half, while bag men should travel without samples. The idea was that in place of the actual samples photographic representations should be used.

No agreement was reached on this matter, however. A circular will be sent out in the near future to all firms employing travellers, urging them to use every effort to reduce baggage carried by their representatives. It is hoped that this notification will have the effect of materially curtailing the amount of baggage that must be handled by the railroads.

TWINE SHORTAGE HINDERS FISHERMEN

Difficulty in securing supplies of twine is handicapping fishermen of Sarnia district in getting ready for the season's work. Huge amounts of twine are needed along the lake, but Government orders come first. Indications are that it may be some time before the fishers can get all they require. Some have not been able to get any at all as yet.

"CANADIAN" EGG AND BAKING POWDER

"Canadian Egg and Baking Powder" is being placed on the market by The Economical Mill, 1244 Papineau Ave., Montreal. The manufacturers claim this powder to be guaranteed to contain sufficient eggs for the making of cakes,

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE.

WHAT the future may be in respect to canned vegetables is hard to determine as yet. Indications are that in as far as human agency can determine the pack will be a large one. This will undoubtedly result in lower prices being made for the coming season, and it is felt that only in this way will consumption keep pace with the increase in the output.

The action of the United States Government in seizing 1,200 tons of raisins for their own use will result in orders for Canada for July and August shipments being consigned on a pro rata basis. A shipment of dates has reached the city, and new prices are at considerably higher levels. A 1,400 ton shipment of currants now due in New York has sent the market down there 2c per pound. It is of interest to note that on and after May 1 dried fruit packers will not be allowed to face dried fruit in packages containing over 10 pounds net.

What the milling future of corn and oats is to be contains no little element of uncertainty. It is stated in some quarters that shipments of corn which have been coming through in very good quantities from the United States are again to be embargoed. It has been intimated also that supplies of the better grades of oats are none too heavy, though shipments to date have been fairly satisfactory. A more definite announcement may be expected shortly, for in some quarters little credence is placed in either of above rumors.

An advance of 3c per pound in prices of peppers at primary points has been recorded during the week, and they are reported very scarce. The local market has not been affected yet, though celery seed and whole cloves show an upward trend. Supplies in practically all lines of spices are limited, and prospects of securing further supplies are not encouraging.

Nova Scotia apples have declined $1 per barrel; offerings of oranges are practically confined to Valencias and seedlings, Floridas and California navels being virtually off the market. Tomatoes have registered a decline and are on a much easier basis. Potatoes have also eased off again this week, and onions followed suit.

The sugar situation shows practically no change. The demand still exceeds supply, but with increased shipping available in the service between Cuba and Atlantic ports, hopes are held out that in another month or six weeks a supply more nearly normal demand will be available. Business shows some improvement, and the result of April will, it is thought, prove satisfactory.

QUEBEC MARKETS

MONTREAL, April 17.—Trade is maintained in fair volume. Canned goods are moving out rather freely to western points. The United States Government having declared its intention to take 35 per cent. of the tomato pack, this will leave but a limited percentage, the balance of 40% for trade needs, for an extra 25 per cent. is required to be held, subject to the Government's needs. The asparagus pack of California is said also to be sold up. Flour and feed sales are maintained on an unchanged basis. The sugar situation is quite unchanged, but there are still three prices quoted. The situation is expected to improve on delivery of raws. Nuts are ruling high. Evaporated apples are lower, as is also barrel pork. Java teas are up 2c, and there is a reported heavy buying of Indias, Ceylo and Javas. The market is firm. Cotto rope, raw Jamaica sugar, Gold Du cornmeal are up, and rice still rules firm while spices are likely to advance sympathy with outside tendencies.

Asparagus Tips Up; Cotton Rope Als

ASPARAGUS TIPS, COTTON ROPE ETC.—Asparagus seems to be ver scarce, and the price of the canned tip has gone higher. One pound size is no $3.35, and this means an advance of 35 per case. The large tins of 2½-lb. siz are marked up from $3.75 to $4 per cas Cotton rope prices are again advanced and the 3/16-inch is selling at 64c pe pound and the larger sizes at 63c. Am erican pork is down to $69 per barre from $71.

Sugar Prospects Much Improved

Montreal.

SUGAR.—With deliveries of raw just about on the same basis, the refine market is still unchanged. Jobber state that they are getting small sup plies from week to week, the same being delivered frequently, and which enabl them to give their customers in turn a fair amount. With a general serious at tempt to conserve as much as possible there seems to be no actual shortage o supply for present needs as far as can be learned. There are still three prices Atlantic is selling on the basis of $8.90 St. Lawrence at $8.80, as well as Do minion; while the Canada Sugar Re fineries' price is still $8.40. Some think the situation will be better in the course of a week or two.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 9
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Movement Continues Fair

Montreal.

CANNED GOODS.—There is still a good movement of canned goods, one jobber reporting the shipment of six carloads to western points. Sales in a general way are maintained and the prices are firm. This same jobber stated that he was being asked fully a dollar more for what he wanted of the 1918 pack per case than he had to pay last season. Asparagus is very high, and a direct importer told CANADIAN GROCER that he believed the product was booked up to the limit, as prices had been withdrawn. Some say that there will be enough canned goods to meet the needs of the trade till next fall, and others that there will be a shortage. Prices hold without change, although gallon apples are easier in tone.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 60	2 75
Tomatoes, U.S. pack (2s)	2 10	2 12½
Tomatoes, 2½s	2 45	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Evaporated Apples Down; Fair Trade For Fruits

Montreal.

DRIED FRUITS.—There has been an easier feeling in the evaporated apple market during the week, prices having declined 2c to 3c and the quotation being 20c per lb. This is probably due to the offerings of green apples, of which a fairly large quantity is being marketed. Other lines hold without change, and the sale of prunes, apricots and other lines continues in seasonable volume. Raisins continue to be scarce and the prices of these are naturally firm.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)	....	0 21
Drained Peels—		
Citron	....	0 35
Lemon	....	0 27½
Orange	....	0 28½
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25; 4-crown cluster, $3.75; 6-crown	....	4 00
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Montreal.		
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	5 75
Do., Dromedary	....	6 50
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 20
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12½

Nut Prices Firm; Higher Figures Possible

Montreal.

NUTS.—The nut markets continue to rule with a firm undertone and price revisions are frequent. This is likely to be characteristic of the market in view of the emplaced embargoes. Some of the jobbers will not buy because of the high tendencies, but importers state that there is no possibility of quotations improving. The jobbing trade has been gradually revising its prices, and these will perhaps be revised further upward. Peanuts continue to be in good demand and the prices are firm.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0(13½
Peanuts (Jumbio), per lb.	0 16	0 21
Peanuts, shelled, Spanish, No. 1.	....	0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenobie)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	....	0 70
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

Rice Holds Firm; Trading Is Limited

Montreal.

RICE, TAPIOCA.—The rice market still is firm and prices well maintained. Trading here is rather confined, and this seems to be the condition at outside import centres, where the prices are unchanged. A good deal of the receipts are being absorbed on government buyer's account. There seems to be plenty here to meet the demand from both city and country trade. Tapioca is unchanged and sales seasonable.

Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	8 75	10 50
Rangoon "B"	....	8 50
Rangoon "B," 200-lb. bags	....	7 70
Rangoon CC	7 60	8 20
Mandarin	8 75	8 90
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15*	0 16

Some Molasses Moving; Syrup Prices Steady

Montreal.

MOLASSES AND SYRUPS.—There have been no changes in the prices ruling for molasses. The market continues with a firm undertone, and there is probably a better outlook, deliveries having shown some improvement. The supplies are coming in via rail from United States import centres, and this extra handling has not done the containers any good, some puncheons coming to hand in bad shape. The syrup markets are without change and a fair amount is coming forward, with sales fairly satisfactory.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

	Prices for Island	of Montreal
Barbadoes Molasses		
Puncheons	0 92	0 95
Barrels	....	0 96
Half barrels	....	0 98

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

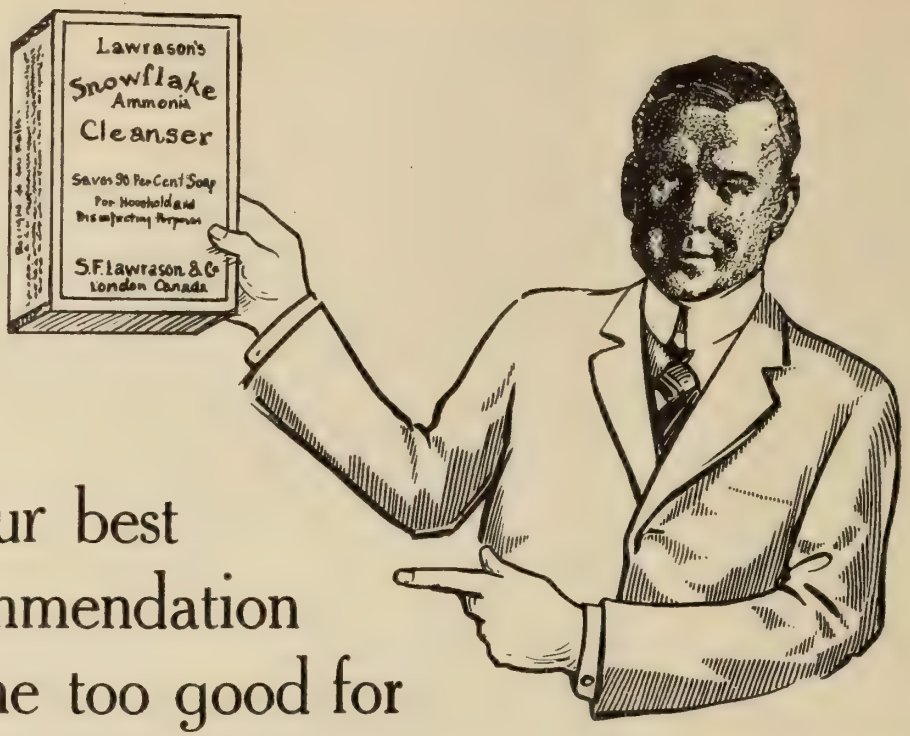
Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

Japanese Beans Plentiful; Sales Are Fair

Montreal.

BEANS.—It is stated that there are many Japanese beans on the market, and these are meeting with a very good reception. For the most part trade is just fair, and notwithstanding this condition prices are fully maintained. It is quite probable that much of the available supply will be used soon for seeding purposes. At the present time those jobbers, who do a large business in the line, are already busy preparing for the business that will be developing in this way soon. There are no changes of price.

Beans—		
Canadian, hand-picked, bush.	9 50	10 50
Ontario, new crop, 3 to 4 lbs.	....	8 15
British Columbias	....	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 3-lb. pickers, per bu.	9 00	9 50
Canadian, 5-lb. pickers	7 40	8 00
Michigan, 3-lb. pickers	9 00	10 00
Michigan, nand-picked	9 50	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Mancurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bushel	5 00	5 50
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00



"Your best recommendation is none too good for *Snowflake* Ammonia Powder!"

Its quality is its passport to the estimation of good housewives everywhere.

And though its price has recently been increased **Snowflake** is still without a rival in quality and value. The packages are the same weight as formerly and the quality is **Snowflake**

Add this to the fact that **Snowflake** Ammonia is **the only Ammonia on the market advertised to the consumer.**

This is a fact every retailer should consider. We have reduced our staff of travellers and increased our consumer advertising. This will mean more sales for you if you show **Snowflake** regularly.

Have you a good stock on hand ?

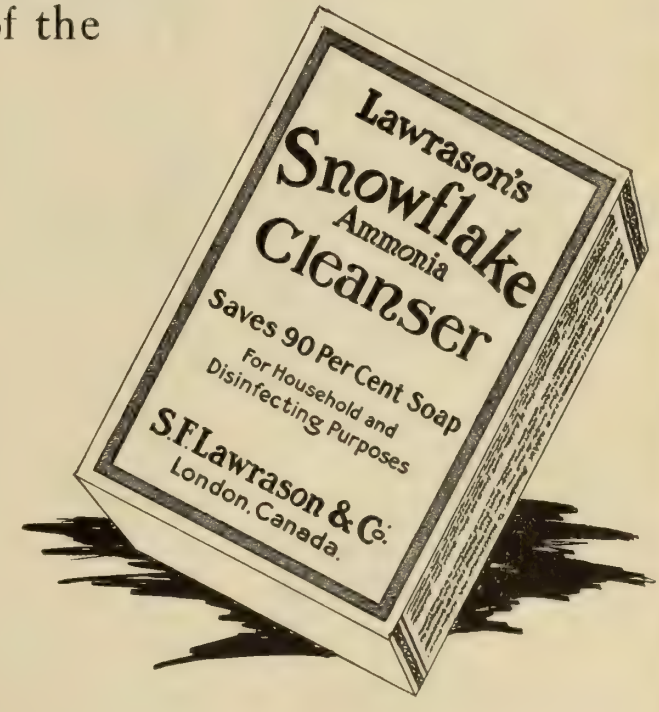
S. F. Lawrason & Co.
LONDON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Always Show SNOWFLAKE Ammonia Powder

Your customers are being constantly reminded of the fact that SNOWFLAKE Ammonia is the biggest value and the finest quality on the market to-day.

We would therefore suggest that you keep this live seller regularly displayed. You will have no difficulty in making the initial sale and, after that, SNOWFLAKE quality will take care of the repeats.



Selling Lawrason's *Snowflake* Ammonia will not only net you a good profit but will enhance the quality reputation of your store.

Order Early. Congestion of the railroads and slowness of delivery emphasize the wisdom of ordering early and far, far ahead. Anticipate your requirements for *Snowflake* and let us have your order NOW.

Sells retail at 10 and 15 cents

S. F. Lawrason & Co.

LONDON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Rye Flour Now $8; Price Package Oats Revised

Montreal.

CEREALS.—The feature of the cereal market is that of the strong position taken by rye flour. This is in active demand, and has been advancing from day to day until a new record has been reached—$8 being asked this week for the 98-lb. sacks. Much of it is being used for making new breads, and larger proportions of it are now embodied in some of the varieties being turned out by the bakers. Prices on the package rolled oats are likely to be revised, and there may be a little easier tone. Cornmeal is ruling at firm prices without change.

Cornmeal (Gold Dust)	....	7 25
Barley, pearl	8.25-8.75	9 50
Barley, pot, 98 lbs.	6.25-6.75	7 50
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	6 50	7 25
Cornmeal, yellow, 98 lbs.	6 50	6 60
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal, standard, 98 lbs.	6.04-6.25	6 60
Oatmeal, granulated, 98 lbs.	6.04-6.25	6 60
Peas, Canadian, boiling, bush.	**5 00**	**5 50**
Split peas	10 25	11 25
Rolled oats, 90-lb. bags	5.50-5.60	6 00
Rolled oats (family pack.), case.	....	....
Rolled oats (small size), case.	....	....
Rye flour, small lots, 98 lbs.	....	8 00

Flour Trade Easier; Supplies Ample

Montreal.

FLOUR.—The situation is one of little change. Demand is fair, and there is ample supply to meet all requirements. The large users are now on the war standard basis. The supply, think many of the millers, will be ample for the country's needs until the next harvest. The mills are operating and will probably operate this season as long as usual, the several weeks later in the season during which they are closed down being the only time when they will need to suspend operations. The demand for feed has been a little easier, although this is still greater than the supply. The prices hold without change. Prices for jute bags, say the millers, are becoming decidedly excessive.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	11 10
Car lots (delivered), Bakers	....	11 20
Small lots (delivered)	....	11 30
Bran, per ton	35 40	....
Shorts	40 40	....
Crushed oats	63 00	73 00
Barley chop	78 00	87 00
Barley meal	....	77 40
Feed oats, per bushel	1 12	1 16

Primary Conditions to Advance Spices Here

SPICES.—While there are no new advances for the present week, the market is ruling so strong that upward tendencies are very probable in the immediate future. Peppers still are firm on the revisions made last week and the conditions at import points are such as to make a change here, for the prices of peppers, pickling spice, cloves, etc., have been raised and with the cost of containers, labor and import conditions, such dominating factors, it is expected that there will be an early consideration of revisions here.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Big Run Maple Sap Prices are Favorable

Montreal.

MAPLE PRODUCTS AND HONEY.—There is a better tone to the maple sugar and syrup markets than was expressed a week ago. The run of sap is said to have been good and a large lot of syrup and sugar has been made. The price of syrup in 8½ pound cans is quoted around $1.40-$1.50, and for the imperial gallons $1.85-$2. Sugar is selling at 19 to 20 cents per pound. For both products there seems to be a good demand and the same is finding a steady outlet through the retail trade. Honey sales are maintained in fair volume on an unchanged price basis.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 19
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 22
Clover, 60-lb. tins	....	0 21
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 80
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 20

Tea Market Strong With Firming Advances

Montreal.

TEA.—All the advices received here point to a firming of the markets. Advices from Japan received early in the week, state that the high living costs in the growing centres have increased the cost of labor, while advances of from 20 per cent. to 80 per cent. have been made for fertilizing materials and charcoal, respectively. Shipping has been taken off the Pacific routes. Weather conditions have been unfavorable and in several points "withering" has been one of the resultant conditions. There is a free movement here and prices are well held with firming tendencies very probable at any time. "Prices on Japans," said one importer to CANADIAN GROCER, "are likely to advance about 5c per pound. Freight that cost $18 per ton a year ago is now worth $30 per ton, which will be a factor in any advances made."

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50
Javas—		
Pekoes	0 31	0 34
Broken Orange Pekoes	0 33	0 36
Orange Pekoes	0 35	0 40

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Coffee Rules Firmly In All Markets

Montreal.

COFFEE.—There is a reasonably good demand for coffee and the prices here rule without change. Trading has not brought out a great many offers and this has resulted in a considerable advance at New York, added to a firm condition in Brazil. Some of the importers state that prices are likely to be moved higher. In the cocoa markets there is nothing to report excepting that demand is good both here and at outside points. Prices are maintained without change.

Same Vegetables Lower; Grapefruit is Easier

Montreal.

FRUITS AND VEGETABLES.—There is a fairly good demand for certain kinds of fruits. The ruling prices on oranges have served to create a larger demand and consumption of apples as the latter are moderate in price. Grapefruit is down some to $4.50 per case. Oranges have weakened a little in some quarters and they are expected to be easier soon. Strawberries have been coming in fairly well and are selling. Various lines of vegetables are getting cheaper and the price of potatoes is easier with a likelihood of lower levels still being reached. Carrots are not keeping well and these will probably be scarcer soon, on this account.

Bananas (fancy large), bunch	4 00	4 50
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos	....	5 50
Oranges, California navels	8 00	9 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Grape fruit, Cuban	4 00	4 50
Grape Fruit, California	5 00	6 00
Grape fruit, Florida	5 00	6 00
Lemons (fancy new Messina)	4 50	5 00
Lemons, California seedless	....	5 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 64	....	4 50
Grape fruit (fancy Porto Ricos) 54, 46	....	4 00
Pineapples, Cuban, crae	6 50	7 00
Grapes, Malaga (keg)	7 00	7 50
Pineapples, Florida	6 50	7 00
Grapes, Malaga, medium	....	10 00
Cocoanuts (sack)	7 25	9 00
Strawberries (Louisiana), pints	0 19	0 22
Strawberries, quarts	....	0 30
Apples, (bbls.)—		
Fameuse	7 00	8 50
Baldwins	4 00	4 50
Ben Davis	3 25	4 00
Russets	4 50	5 00
Apples, boxed	....	2 75
Pears (eating), small lots only, doz.	0 30	0 60
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	....	2 75
Rhubarb, doz.	1 50	1 75
Artichokes (bag)	....	1 50
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	....	2 50
Cabbage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate	....	4 00
Cabbage, New Florida, hampers	....	1 85

Celery, Canadian, per doz.	0 50	1 00
Celery (Wash.), doz.	....	1 50
Celery, Florida	2 50	3 00
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers (hampers)	5 00	6 00
Horseradish (Can.)	....	0 20
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Mint	....	0 60
Leeks	....	5 00
Onions, red, 100-lb. bag	....	2 50
Onions, red (70-lb. bag)	....	1 00
Oyster plant	....	0 75
Parsley (Americani	....	1 00
Parsley (Canadian)	....	0 50
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Potatoes (sweet), per hamper, as to size	2 50	4 50
Potatoes, bag	....	1 50
Potatoes (New Brunswick), bag	....	1 50
Romane, doz.	....	0 50
Radishes, doz.	....	0 75
Carrots, bag	0 75	1 00
Beets, bag (60-lb.)	....	1 00
Parsnips (60-lb. bag)	....	1 00
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	5 00	5 50
Lettuce, basket (3-4 doz.)	....	2 50
Lettuce, curly (3 doz.)	....	2 50
Lettuce, curly, dozen	....	0 60
Lettuce, Boston, hothouse (2 doz. in box)	3 00	3 50
Lettuce (Florida), hamper	2 75	4 00
Lettuce, California, 5 doz.	5 50	6 50
Mushrooms (lb.)	....	0 75
Cranberries (Cape Cod), box	....	5 50
Do., per gallon	....	0 90
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 25

Montreal.

ONTARIO MARKETS

TORONTO, April 17.—The markets contain many interesting features during the week, and price changes, though not so terribly numerous, are still in evidence. Booking orders for asparagus tips are being solicited now and the 1918 pack canned pineapple is also being offered. Prices on both lines are at higher levels than last year. Although no prices have been set as yet on canned vegetables, it is thought that with plans for a big pack maturing, declines will be recorded. Further supplies of new maple syrup are now available, prices being considerably higher than for last year. Lobsters have registered an advance in some quarters. A long delayed shipment of dates has reached the city, prices being named at very high levels; further supplies are not expected prior to next October. The future of cereals seems fraught with uncertainty. Freight shipments from the United States shows decided improvement and are now coming through in very good time. Business in the city is reported very fair.

Domestic Situation In Sugar Unchanged

Toronto.

SUGAR.—The sugar situation shows little change during the week. From the States indications are that improved conditions may be expected to develop very shortly. A cable report from Cuba intimates the loss by fire of a Cuban factory which had made a crop of 70,000 bags against last year's estimate of 100,000 bags. The practical destruction by similar cause of a reserve refinery in Louisiana will mean no further meltings of Cuban sugar there before October. The total production of the U. S. domestic beet sugar crop for season 1917-18 was considerably less than estimates, being only 682,867 tons against actual outturn of 734,577 tons the previous year. The domestic refined sugar situation remains unchanged with prices irregular, and distribution down to a homeopathic basis.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refiinery, extra granulated	8 97
Can. Sugar Refinery, extra granulated	8 57
Cases, 10-lb. tins, ½ doz. to cs.	4 95
Dom. Sugar Refiinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials:—25-lb. sacks, 10 cents over 100-lb.; 20-lb., 15 cents advance; 10-lb. gunnies 20c. advance; 5-lb. gunnies, 40c. advance; 5-lb. cartons, 25c. advance; 2-lb. cartons, 30c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Pearline Higher; Health Salts Up 20c

Toronto.

PEARLINE, HEALTH SALTS.—An advance in prices applying to Pearline has been made during the week, 100's and 48's going up 20c, to make present prices $5 a case and 24's up 40c to make a new price of $6 case. Harry Horne's Health Salts has advanced in price from $1.20 to $1.40 per dozen. Cowan's ground rice, 10 oz. packets now retail at 12c instead of 10c, and are being sold to the trade at $1.10 dozen, which represents a somewhat higher level. Sun liquid ammonia is being quoted in some quarters at $1.45 per dozen; manila paper 5c per pound in 5-roll orders, 5½c per pound in smaller quantities.

Molasses Arriving; Syrup Unchanged

Toronto.

MOLASSES, SYRUPS.—Shipments of New Orleans molasses are coming along in very good volume and one car of Barbadoes has reached the local market after being many weeks in transit. Prices on Barbadoes remain around $1.00 in barrel lots and lower prices are certainly not looked for. The high freight rates and increased insurance tolls act as a deterrent factor in this connection and may even prove prohibitive against further shipments coming through to this market.

Corn and cane syrups remain firm and unchanged during the week. Prices ruling are as follows:

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	4 65
Cases, 5-lb. tins, 1 doz. in case	....	5 20
Do., No. 1 yellow	....	3 14
Half barrels, ¼c over bbls.; ¼ bbls., ½c over		
Cane Syrups—		
Barrels and half barrels, second grade, lb	....	0 06
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy Barbadoes, barrels	0 98	1 00
Choice Barbadoes, barrels	0 88	0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs	....	6 50
West India, 5-gal. kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 75
Tins, 3-lb., table grade, case 2 doz., Barbadoes	....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Asparagus Tips Being Booked; Lobsters Up

Toronto.

CANNED GOODS.—Orders are being booked for Libby's asparagus tips for the coming season, prices being higher than formerly ruling. The small green 1's are now $3.55; the large green, unpeeled 2½'s, $3.90; mammoth green, unpeeled, 2½'s, $4.45 per dozen. Prices on canned pineapples for the 1918 pack are being issued and will very likely range from about $3.50 to $3.75 per dozen which represents an advance over last year. The market is expected to be rather short. Brunswick sardines are unchanged, prices ruling at $6.50 to $6.75 a case for ¼'s. New prices have been issued on lobsters in some quarters and ¼'s according to quality are quoted at from $1.75 to $2.10 per dozen, and ½'s from $3.00 to $3.25 per dozen. Booking business on new pack canned goods generally continues, and it is felt that lower prices will very likely prevail. This of course depends on favorable weather, but preparations to take care of a big pack are under way and should present hopes materialize a fairly healthy reduction may be expected.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 25
Peas, early June	2 00	2 32½
Beans, golden wax, doz.	1 85	2 10
Beans, Midget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 45	2 75
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	3 50	3 75
Cherries, 2s	2 60	2 90

Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 83	0 90
Do., black currant, 4-lb. tin	0 77	0 88
Do., strawberry, 4-lb. tin	0 83	0 90
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Dates Reach Market; Considerably Higher

Toronto.

DRIED FRUITS.—A long-delayed shipment of dates has reached the local market and no more are expected before next October. Prices are much higher on the new shipment, Dromedary 36's, now being quoted at from $7.25 to $7.50 per case, while Excelsior 36's are also higher at $6.50 to $6.75 per case. A shipment containing 1,400 tons of currants is now due in New York, and prices at that point have declined about 2c per pound. The United States Government has intimated that it wants 1,200 tons raisins and orders for July and August shipment to Canada will have to come forward on a pro-rata basis. It is also of note that on and after May dried fruit packers will not be allowed to face dried fruits in packages containing over 10 pounds net. A shipment of California figs which has been considerably delayed in transit has reached the city and is being offered to the trade as follows: 4 oz. packages, 70 to case, $3.50 per case; 8 oz. packages, 20 to case, $1.80; 10 oz. packages, 12 to case, $1.40; 10 oz. packages black figs, 12 to case, $1.40; 10 pound layer white figs, $2.00 per box. Prunes in California are practically done, but some shipments have reached the local market that have been in transit for a considerable period. Some seeded raisins, 36's, 16 oz. packages are being quoted at 11½c per pound.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 25	7 50
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Teas Show Firming Tendency On Spot

Toronto.

TEAS.—Although no change in prices to the trade has been made on teas, better prices are being had on spot offerings. Whereas dickering over ½c per pound has been indulged in during the past two or three weeks, this is practically eliminated now; the attitude is more "that's my price, take it or leave it." Business, though good, shows a slight falling off during the week. Stocks are said to be in fair condition.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas—		
Early pickings, Japans	....	0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Situation Firm; Stocks Are Light

Toronto.

COFFEE.—The situation is very firm and spot stocks continue to reach lower levels. That there is lots of coffee were there bottoms available to bring same is evident, but the outlook for transportation is by no means any too encouraging. The demand continues in very good volume and prices show no change.

Coffee—		
Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica	....	0 40
Mocha, Arabian, lb.	....	....
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	....	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Peppers Higher At Primary Points; Scarce

Toronto.

SPICES.—Peppers have advanced 3c per pound at primary points and are reported very scarce. Celery seed shows a higher tendency in quotations of 55c per pound and whole cloves also at 75c per pound. Supplies are rather limited and the outlook for further shipments not any too encouraging. The range of quotations now being made follows.

	Per lb.	
Allspice	0 16	0 18
Cassia	0 30	0 40
Cinnamon	0 40	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 25	0 35
Pickling spice	0 22	0 25
Peppers, black	0 38	0 42
Peppers, white	0 40	0 45
Paprika, lb.	0 35	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	....	0 50
Do., 64's	0 55	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 45	0 60
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Future Of Nuts One Of Uncertainty

Toronto.

NUTS.—Transportation difficulties are looming larger every day in respect to future shipments of nuts. Brazils are off the New York market altogether, and with the embargo now in effect on all shipments further supplies will not be available for some time to come. A shipment of Spanish peanuts reached the local market during the week and are being quoted at 18-19c per pound. Stocks of walnuts are reported low and prices are very firm.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s, 150s	7 50	8 50
Shelled—		
Almonds, lb.	....	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Beans Unchanged In Uninteresting Markets

Toronto.

BEANS.—No change has been reported in the situation applying to beans and the market generally is uninteresting. In some quarters it is estimated that supplies are rather light. A fair demand continues and for the present orders are going forward complete.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	9 00
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 18½	0 22

Rices Show No Further Developments

Toronto.

RICES.—Nothing further has developed in the rice situation during the week. Further revisions in prices on a couple of lines have been made, the Blue Rose Texas now being quoted at from 11¾c to 12c per pound, and Chinese XX from 9c to 10c in full bag lots. Orders are only being taken by brokers subject to confirmation by their principals. The range of prices now offering is given herewith.

Texas, fancy, per 100 lbs.....	11 50	12 00
Blue Rose Texas, per 100 lbs...	11 75	12 00
Honduras, fancy, per 100 lbs....	....	13 00
Siam, fancy, per 100 lbs.....	....	9 75
Siam, second, per 100 lbs.....	....	9 50
Japans, fancy, per 100 lbs.....	10 75	11 75
Japans, second, per 100 lbs.....	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Little Of Interest Marks Package Goods

PACKAGE GOODS.—There has been little develop of an interesting nature during the week. Prices have been firmly maintained and the demand continues in good volume.

Toronto.		
Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 75	6 35
Rolled oats, round, regular 18s, case	2 05	2 30
Rolled oats, square, 20s.....	....	5 80
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11
No. 2, pound cartons.....	....	0 10
Starch, in 1-lb. cartons.....	....	0 11
Do., in 6-lb. tins	....	0 12½
Do., in 6-lb. papers	....	0 09½

Maple Syrup Higher; Very Fair Movement

Toronto.

HONEY, MAPLE SYYRUP.—New prices issued on maple syrup for the new crop are at considerably higher levels than those previously obtaining as noted in quotations already issued. New prices following on Pride of Canada are no exception to other lines; reputed gallons, tins, 6 to case, being quoted at $15.75; reputed ½ gals., 12 to case, $17.75; reputed ¼ gals., 24 to case, $18.45; bottles, reputed quarts, 24 to case, $17.40; reputed pints, 36 to case, $14.85 per case. Maple sugar in ½ lbs., 50's, is being quoted at $8.75.

No change in the situation in honey has been made. Prices are firm and stocks low.

Honey—		
Clover, 5 and 10-lb. tins	0 22	0 23
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, fancy, doz.....	3 50	3 60
Do., No. 2, doz.....	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, gallon tins, 6 to case..	11 00	15 75
No. 2, half gal. tins, 12 to case	....	17 75
No. 3, quart tins, 24 to case..	12 50	18 45
No. 3, quart bottles, 24 to case	....	17 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal.	....	2 00

Barreled Apples Decline; Lemons Easier

Toronto.

FRUIT. A decline of $1.00 per barrel inpractically all Nova Scotia apples has been recorded during the week. Lemons have also reached lower levels, the California now ranging from $5.75 to $7.00 per case and Messinas from $5.50 to $6.00. A decline in pineapples to a $6.00-$6.50 case basis has been made and shipments are arriving in sufficient volume to take care of the demand. Supplies of strawberries are rather light but further stocks are expected. Prices are high at primary points, and pints locally held up to about 21c. A car of Jamaican grapefruit of good size and quality has reached the local market. An odd car of Florida arrives, but little Cuban is offering. Florida oranges and California navels are practically off the market. Shipments of Valencias and seedlings are reported in and prices show little variation over last quotations. Reports indicate that seedlings are nearly done and that Valencias are a short crop. Several minor price changes are provided for in quotations shown below.

Apples—		
Arkansas Blacks, box	2 75	3 25
Winesaps, box	3 00	3 25
Rome Beauty, box	3 00	3 25
Ontario—		
Baldwins, No. 1, bbl.....	6 50	....
Greenings, No. 1, bbl.....	6 50	7 00
Northern Spys, tree run	4 50	5 50
Mann, No. 1, bbl.	5 50	5 00
Do., No. 2, bbl.	4 50	5 00
Pewakee, No. 1, bbl.	4 50	6 00
Do., No. 2	3 50	5 00
Starks, No. 1, bbl.	4 50	6 00
Do., No. 2	3 50	5 50
Ben Davis, No. 1, bbl.....	4 00	5 00
Do., No. 2, bbl.....	3 50	4 00
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1	....	4 50
Do., No. 2	....	3 50
Wagner, No. 1	....	....
Do., No. 2	....	....
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 50
Grapefruit—		
Jamaica, 46s, case	4 75	5 50
Do., 64s, 96s, case.....	4 75	5 50
Do., 80s	4 75	5 50
Florida, 36s, 46s, case	4 75	5 50
Do., 54s, 64s, 80s, 96s.....	4 75	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 75	5 50
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	....
100s	5 50	6 00
126s	....	7 50
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s	....	....
126s	....	7 50
150s	....	8 00
176s, 200s, 216s, 250s	....	8 00
Lemons, Cal., case	5 75	7 00
Do., Messinas, box	5 50	6 00
Pears, Cal., box	....	....
Pineapples, Porto Rican, cs. 24-30s	6 00	6 50
Rhubarb, dozen	1 00	1 25
Malaga grapes, keg	....	....
Strawberries, pints, 24s	....	0 21
Do., quarts	0 30	0 40

Tomatoes Go Lower; Onions Also Decline

Toronto.

VEGETABLES.—Further reductions in the price of tomatoes have been made, cases being quoted at from $4.50 to $5.50. Shipments are coming through in fair quantities although there is some indication of a short crop in Florida which has firmed prices at primary points somewhat. Another decline in onions has been made in an effort to clear out stock, but the movement is very slow; Spanish in crates are now being quoted at $3.50-$4.00, and in half crates, $1.75-$2.25. Potatoes show a somewhat easier tendency again during the week, Ontario being quoted at $1.70 to $1.75, and New Brunswick Delawares around $1.80-$1.90 per bag. California asparagus is on the market, being sold in Jumbo bunches at 60c each. California artichokes are also being offered at $1.75-$2.00 dozen. New arrivals of spinach from Louisiana are being marketed at $1.35 per hamper. Parsnips at 75c-90c show a considerably lower range and low quotations are being made on beets of 75c per bag.

Asparagus, Cal., bunch	....	0 60
Artichokes, Cal., doz.	1 75	2 00
Beets, bag	0 75	1 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates..	2 00	2 25
Cabbage, Canadian, barrel	3 00	3 50
Do., Florida, hamper	2 00	2 25
Carrots, bag	0 50	0 60
Celery, Ontario, doz.	....	....
Do., California ,case	....	....
Cucumbers, Boston, doz.	3 00	3 50
Do., Florida, hamper	5 50	6 00
Lettuce, leaf, doz. bunches.....	0 25	0 35
Do., head, hampers.....	2 25	3 75
Mushrooms, basket	2 75	3 50
Onions—		
Spanish, crates	3 50	4 00
Spanish, half crates	1 75	2 25
Do., Canadian, 75-lb.	....	1 25
American, 100-lb. sacks	....	2 00
Potatoes—		
New ntario, bag	1 70	1 75
N.B. Delawares	1 80	1 90
P.E.I., bag	....	1 75
Sweet, hamper	....	5 00
Spinach, hamper	....	1 35
Tomatoes—		
Floridas, 108s, 120s, 144s, 180s, 216s, case	4 50	5 50
Parsnips, bag	0 90	1 35
Parsnips, doz. bunches	0 75	0 90
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 65

No Change Reported In Flour Situation

Toronto.

FLOUR.—Everything in respect to flour is moving along in its prescribed channels and little of note marks the situation during the week. Mills are operating at capacity, improved receipts of grain making this possible.

War grade, 74% extraction—	
Manitoba spring wheat. 11.10	11.30
Ontario winter wheat.. 10.80	11.10
Blended, spring and winter 10.85	11.20

Heavy Demand Continues For Mill Feeds

Toronto.

MILL FEEDS.—The heavy demand continues for mill feeds and some improvement in the time required to despatch orders to destinations is noticeable. However, it would appear that there was little opportunity of really catching up with orders until the demand eases off somewhat. It is thought this will be the case in another month or less when pasture is available.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35 40	$37 40
Shorts	40 40	42 40
Special middlings	.....	.....
Feed flour, per bag	.....	.....

Cereals In Somewhat Uncertain Position

Toronto.

CEREALS.—The future of cereals in some lines seems rather uncertain. Just at present the markets are rather unsettled. It has been intimated in some quarters that the United States Govern-

ment is refusing to issue licenses for further shipments of corn, though others seems to place little credence in this move just now. However, if this should be the case the embargo comes at a time when mills here were just beginning to see daylight through the accumulation of orders for cornmeal and flour, etc., and would soon result in their being loaded up again with business they couldn't handle. The future in respect to rolled oats has also been questioned. The better grades of milling oats are none too plentiful apparently, though to date shipments have come along fairly well. One case was quoted, however, where an order being made up for shipment east contained the item "100 bags No. 2 c.w. oats," and this amount could not be secured. Some definite forecast may be expected shortly in respect to these lines.

	Five Bag Lots Delivered		Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	$7.35-	$ 7.95	$ 8.00-	$ 9.00
Barley, pot, 98s	6.00-	6.50	6.00-	7.50
Cornmeal, 98s	6.50-	7.00	7.00-	7.25
Corn flour, 98s	....-	....	6.50-	7.35
Farinas, 98s	....-	....	....-	....
Graham flour, 98s	5.60-	....	6.00-	7.00
Hominy grits, 98s	....-	....	6.50-	6.60
Hominy, pearl, 98s	....-	....	6.50-	6.60
Rolled oats, 90s	5.65-	5.90	5.85-	6.10
Oatmeal, 98s	6.50-	7.00	6.40-	7.00
Rolled wheat, 100-lb. bbl.	....-	....	6.50-	7.00
Rice Flour	....-	....	9.00-	12.00
Wheatlets 98s	....-	....	....-	....
Peas, yellow, split	9.50-	10.00	10.00-	10.50
Blue peas, lb.	....-	....	0.13-	0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, April 17.—According to advices received from brokers representing refineries, there is little chance of the sugar situation improving for some time to come, although things look better in Saskatchewan. The B. C. Sugar Refineries, Ltd., are sending bigger supplies into that province which is helping to relieve the situation somewhat in Manitoba.

The bean market is reported to be slightly firmer, and prices are up half a cent. Canned tomatoes are firmer, due to demand opening up. Gallon apples have declined, probably in sympathy with evaporated apples. There has been an advance of 3c on package dates, which are very hard to procure. Cable advices announce an advance of 3c on tapioca and sago, due to difficulty getting ocean space. An advance is expected on laundry soaps, but the trade are not too interested as they are mostly pretty well stocked up.

See No Relief To Sugar Situation

Winnipeg.

SUGAR.—Representatives of the refineries state that they see no relief in sight, and the present shortage is therefore likely to continue for some time. The situation has improved however, as far as Saskatchewan is concerned, as the B. C. Sugar Refineries, Ltd., Vancouver, are now shipping into that province in larger quantities, which is relieving the situation somewhat, as it was necessary some weeks ago for Eastern refineries to ship to Saskatchewan. Most of the refineries advanced their price last week. Some of them started off with an advance of 25c, following it up with a further advance of 15c. This brings the price of sugar up to $9.75-9.85 for extra standard granulated.

No Cane Syrup Available In West

Winnipeg.

SYRUP.—Jobbers state that there is no cane syrup offering on this market. As stated in our last issue, prices have been withdrawn by refineries on corn syrup and corn starch, and an advance is expected.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 25
5-lb. tins, 1 doz. case, per case	4 90
10-lb. tins, ½ doz. case, per case	4 65
20-lb. tins, ¼ doz. case, per case	4 65
Barbadoes Molasses—	
In half barrels, per gal.	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 63

Dates Advance 3c; Large Prunes Scarce

Winnipeg.

DRIED FRUITS.—Prunes. Large size are very scarce, and it is expected they will all be cleaned up in California within the next sixty days. There are fairly good stocks in Winnipeg, but they are moving out freely. Dates.—Primary market is up considerably on packages, which are very hard to get. The advance amounts to about 3c. Raisins.—Prices were recently withdrawn by the association on all seeded and seedless, which looks as though there would be no more until the new crop. However, supplies of raisins in Winnipeg are heavy.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	....	0 10
80-90s, 25-lb. boxes, per lb.	....	0 10⅝
70-80s, 25-lb. boxes, per lb.	....	0 11¼
Apples—		
Choice, 50-lb. boxes, lb.	....	0 19½
Pears, choice, 10-lb. bxs., faced, lb.	....	0 15½
Apricots—		
Choice, 25's	0 23¾	0 25
Choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	....	0 15
Currants—		
Fresh cleaned, half cases, lb., Australian	....	0 21
Dates—		
Hallowee, 68-lb. boxes	....	0 20
Fards, box, 12 lbs.	....	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11
3 crown, loose, 50's	....	0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
California, white figs, 25s	....	0 12¾
Peel—		
Candied lemon, boxes, lb.	....	0 23½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 31
Cut mixed, 7-lb. boxes	....	0 28½

Gallon Apples Decline; Tomatoes Slightly Firmer

Winnipeg.

CANNED GOODS.—The market for canned tomatoes is much firmer, as supplies are just beginning to move out freely. While stocks here are only fair, the situation has not been as bad as was expected owing to the consumption being curtailed on account of the high price. Nevertheless there is likely to be a shortage towards the end of the summer of both tomatoes and corn. Canned Fruit.—Gallon apples are reported lower in price, probably in sympathy with evaporated apples, which are declining fast.

Demand For Salmon In Month's Time

Winnipeg

CANNED SALMON.—Supplies are moving out rather slowly just now as the big demand for canned salmon does not begin for another month or so. Jobbers are looking for higher prices than last year on sockeyes for new pack goods.

Nut Market In Chaotic Condition

Winnipeg.

NUTS.—The nut market generally is very firm, and brokers here state that importers across the line hardly know where they are at owing to Government restrictions. They state that they are unable to import them. The feeling is that it will be the same as last year, viz., that when the time comes they will be able to get enough to supply the market However, just now the demand for nuts is off, except for peanuts, which are very high.

Still Expecting Advance On Soaps

Winnipeg.

SOAPS.—The trade are still expecting an advance on laundry soaps, although it is realized that both wholesalers and retailers are pretty well loaded up. In some cases retailers are loaded up with three months' supplies, so that the advance taking place now would not have much effect.

Tapioca And Sago Both Advance ¾c

Winnipeg.

RICE.—On account of the firmness in the rice market all the jobbers are putting their prices up, cables arriving last week-end announcing an advance of 3c on both tapioca and sago, due to difficulty in getting space for shipment.

Extra fancy Japan, 100-lb. bags		0 10
Fancy Japan, 100-lb. bags		0 09
Choice Japan, 100-lb. bags		0 08
Siam, 100-lb. bags		0 08¼
Tapioca, lb.	0 13½	0 14
Sago, lb.	....	0 11

Coffee Firmer, Due To Lack Of Bottoms

Winnipeg.

COFFEE.—Last advices arriving in Winnipeg indicate that the market is firmer owing to difficulty in getting bottoms for shipment.

White Beans Advance Another Half Cent

Winnipeg.

BEANS.—Brokers report that the white bean market is a half cent higher than what it has been for the past two weeks. There is nothing new as regards peas; splits are quiet, and very few are selling.

Barley—		
Pearl, 98-lb. bags, per bag		7 60
Pot, 98-lb. bags, per bag		5 35
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17¼
Lima, small, 100-lb. bags, per lb.		0 14
Fancy white, bushel	6 10	6 50
Peas—		
Split, 98-lb. bags, per bag		10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole, green, lb.		0 11¾

Flour Business Quiet In Western Canada

Winnipeg.

FLOUR AND FEEDS.—There has been no change in the price of flour. Other lines such as rolled oats and feed are being quoted at the same figures. The demand for flour in Western Canada is much less, the Government being the principal purchaser. Eastern domestic, however, is good. Cornmeal is selling for the same price. viz., $6. Rye flour is a little firmer, offering at $6.30 for 98's. Rolled Oats.—The market for some time has been very erratic, and keen competition still goes on. Price to-day is $4.75-$5.00 for 80's. Demand for feed continues very heavy.

Govt. Standard Flour—		
Cash carload price		10 50
To bakers and flour and feed dealers		10 50
To storekeepers paying cash or 30 days, ton lots		10 60
Do., less than ton lots		10 70
Cereals—		
Rolled oats, 80's	4 75	5 00
Rolled oats, pkgs., family size.		5 65
Cornmeal, 98's		6 00
Oatmeal, 98's		5 50
Feeds—		
Bran, per ton		30 80
Shorts, per ton		35 80

Potatoes Holding Firm; Oranges To Go Higher

Winnipeg.

FRUIT AND VEGETABLES.—New lines on the market are pineapples at $10 per case, new potatoes, 15c per lb. or $20 per bbl, spinach, $2.75 per bushel basket, green onions, $3 per box or 30c dozen. Potatoes have not declined yet but are holding at $1.10 per bushel. The trade are about tired of waiting for a decline, and it is not so certain now that there will be one. Farmers are coming in with their supplies and the reaction has not taken place. Tomatoes are bringing $7.50 per six-basket crate, which is slightly less than last week as supplies are very plentiful; it is not expected that the price will be lower than this for several weeks. Rhubarb has dropped to $4 per 40-lb. box, and is only available in boxes. Oranges are offering at $8 case for Mediterraneans, and new Valencias are expected this week; tendency for oranges is decidedly upwards. Louisana strawberries are temporarily off the market, but there should be some due this week-end. The market has a slightly firmer tone.

Asparagus, Cal. 28 lbs.		10 00
Artichokes, doz.		2 50
Cabbage, lb., new		0 06
Cauliflower, Cal., doz.		2 50
Celery, Cal., crate 100 lbs.		7 00
Potatoes, Albertas	1 00	1 10
Potatoes, sweet, hamper		6 00
Potatoes, new, lb.		0 15
Spinach, bush. basket		2 75
Onions, green, doz.		0 30
Carrots, cwt.		2 50
Carrots, new, doz.		0 75
Turnips, cwt.		2 00
Head lettuce, Cal., doz.		1 00
Head Lettuce, Cal., case 4 doz.		3 75
Tomatoes, Florida, 6-basket crate		7 50
Onions, Valencias, large case		4 75
Onions, yellow and red, cwt.		2 00
Radishes, doz.		0 60
Parsley, imported, doz.		0 50
Parsnips, cwt.		4 00
Brussels Sprouts, lb.		0 23
Rhubarb, Cal., 40-lb. box		6 00
Shallots, doz.		1 00
Fruits—		
Apples	2 25	3 00
Oranges		8 00
Lemons, Messinas		7 00
Lemons, Cal.		8 00
Bananas, lb.		0 07
Grapefruit, Florida, case	5 00	5 50
Strawberries, Louisiana, case 24 pts.		5 00
Pineapples, case		10 00

INAUGURATE PUBLICITY CAMPAIGN

A recent meeting of grocers and butchers of Hamilton was addressed by W. C. Miller, secretary of the Retail Grocers' Association, in connection with the establishment of a new delivery system to eliminate duplication, and to release men for essential production work. The following resolution was brought in by a committee appointed at the last meeting to take a careful survey of the field of the proposed operations. The resolution, as follows, was adopted:

That a publicity campaign be inaugurated, having in view the education of the people to carry their own groceries and meats, and, providing that the campaign is a success that another meeting be called to consider the feasibility of eliminating deliveries on certain days; and that if the changes decided upon are found practicable that all the grocers and their help be urged to spend their spare time in some co-operative production plan.

NEW HALIFAX BROKERAGE HOUSE

Gaetz and Mosher is the name of a newly-formed brokerage firm on Water street, Halifax. The members of the firm are Z. W. Gaetz, formerly with R. B. Seaton Co., Halifax, and B. A. Blakney, formerly with the Coldwell Co. of Halifax. Among the lines for which they are agents is that of the Ingersoll Packing Co., Montreal Biscuit Co., Patterson Candy Co., Toronto, and Mineral Springs, Ltd., Amherst, N.S.

Walter Paul, grocer, University Ave., Montreal, has just returned from a trip to South Carolina and other centres, where he went for the benefit of his health. Mr. Paul states that very severe weather prevailed in New York on his return trip last week.

J. A. Paulhus, of the D. Hatton Co., fish importers, Montreal, has just returned from a visit to New York and Atlantic City. He states that business conditions are good in New York and that weather conditions are reported as favorable to the 1918 crop.

Mr. Ross, representing the St. Williams Fruit Preservers Co., Ltd., was in Montreal the past week.

MONTREAL IMPORTING FIRM CHANGES ORGANIZATION

The Montreal importing firm of Furuya & Nishimura, Ltd., commission merchants, has been succeeded by Meiji Trading Company, Ltd. The business will be conducted as in the past with T. Furuya president, S. T. Nishimura vice-president, and W. H. Halford managing director. The offices of the firm are at 55 St. Francois Xavier Street, and new lines will now be added such as spices, peas, beans, oils, etc.

PROBLEM OF PRICE OF WHEAT

Continued from page 23.

wheat flour in bags f.o.b. St. John, New Brunswick. Owing to the increase in railway rates which went into effect on March 25, mill feed has gone up 40c a ton. In Ontario bran is $35.40 a ton in bags f.o.b. cars; shorts, $40.90 a ton. The flour mills are limited to 25c a barrel profit on flour in Canada; in the United States the mills get 26¾c a barrel.

Guaranteeing the price of wheat for 1918 at $2.21 a bushel will have an effect on the flour milling industry, probably resulting in the increasing of the profit to the millers to 26¾c a barrel because regulations relating to bran and shorts have curtailed possible profits to the millers from these by-products.

FREIGHT CONGESTION IN SASKATCHEWAN

Quite a serious freight congestion exists throughout the West, particularly affecting the cities. Shippers are having much difficulty in getting their goods through on time, and in some cases state that it requires several days to ship goods, where formerly it took but one or two. The matter has been taken up with the railroad officials, who claim that they are doing everything possible to eliminate the difficulty.

C. Ritz, local manager for Robin Hood Mills, Montreal, was a visitor to U. S. points in the Middle West, and returned at the end of the week. He reports conditions there sound and the outlook very hopeful for a large crop.

J. Lloyd has purchased the grocery business of F. McSherry, Weyburn, Sask.

C. B. Latta has purchased the general store business at Govan, Sask., which was recently acquired by F. A. Fraser from H. Latta.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., April 16.—The butter market here is firmer, but prices still remain unchanged, though stocks are low. Lard is firm at 30c. The cheese market is very dull, new Alberta cheese selling at 24c, and Ontario Stiltons and Cheddar are a drug on the market, even at 27½c and 29c. Smoked meats have made several fractional advances lately, prime hams reaching 34c and breakfast bacon 42½c. Potatoes have stiffened slightly, and are now $27 to $35. Apples and oranges continue to move slowly, but bananas are in strong demand, and have advanced to 7c a pound. There is a movement on foot among consumers to have bananas retailed by pound instead of dozen.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	165 00
Do., Siam, No. 2	....	150 00
Beans, Japanese, per lb.	....	0 14½
Beans, B.C., white	....	0 17
Potatoes, per ton	27 00	35 00
Lard, pure, in 400-lb. tierces, lb.	....	0 30
Lard, compound	....	0 30
Butter, fresh made creamery, lb.	0 53	0 56
Margarine	....	0 39
Eggs, new-laid, in cartons, doz.	0 45	0 46
Cheese, new, large, per lb.	....	0 24
Oranges, box	7 00	8 75
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 16.—There have been a number of changes in this market during the week. Rice prices remain firm, but Pearline and Soapade, large sizes, advanced 40c case. Lard is ½c higher. Threes are now sold at $18.90. Bacon, back and bellies, again move up ½c. Campbell's soups, all varieties except tomato, are down 35c case. Shelled walnuts, ½'s, are 75c. Carraway seed, $1. Excelsior dates, $5.50 case. Crushed rock salt is 5c per hundred higher. Corn 2's are quoted at $5.50 and $5.90, and tomatoes, $4.95 to $5.50. There are no raspberries 2's offering. Alberta jobbers have been allotted 80 per cent. of their last year's sugar purchases by B. C. Sugar Refinery.

CALGARY:

Beans, small, Burmah, lb.	....	0 11
Flour, 98s, per bbl.	....	10 45
Molasses, extra fancy, gal.	....	1 05
Rolled oats, 80s	....	5 00
Rice, Siam, cwt.	9 00	9 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt.	....	10 35
Cheese, No. 1 Ontario, large	....	0 25
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	18 90
Eggs, new laid, case	....	11 25
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	1 9[illegible]	5 50
Corn, 2s, standard case	5 50	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	6 50	6 80
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Navel oranges, case	7 00	8 50
Lemons, case	....	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

REGINA, Sask., April 16.—The weather situation in this province is exceptionally favorable. It is estimated that 25 to 40 per cent. of the seeding has already been completed. Though operations have been hindered this week by heavy rains the market shows a number of advances in prices. Lima beans are now off the market. Bacon is advancing and is quoted at 46 cents. Olive oil has advanced about 60 cents a gallon. Cotton gloves from 15 to 20 cents a dozen higher. Vinegar has increased in price 3c a gallon. Parine Soapade also shows an advance of about 40 cents a case.

REGINA—

Beans, small white Japans, bu.	....	7 50
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 27½
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 95
Rice, Siam, cwt.	....	8 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 40
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	18 00
Bacon, lb.	....	0 46
Eggs, new-laid	....	0 36
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00
Bacon, breakfast	0 41	0 42
Bacon, roll	0 22	0 24
Potatoes, per bush.	....	1 50

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

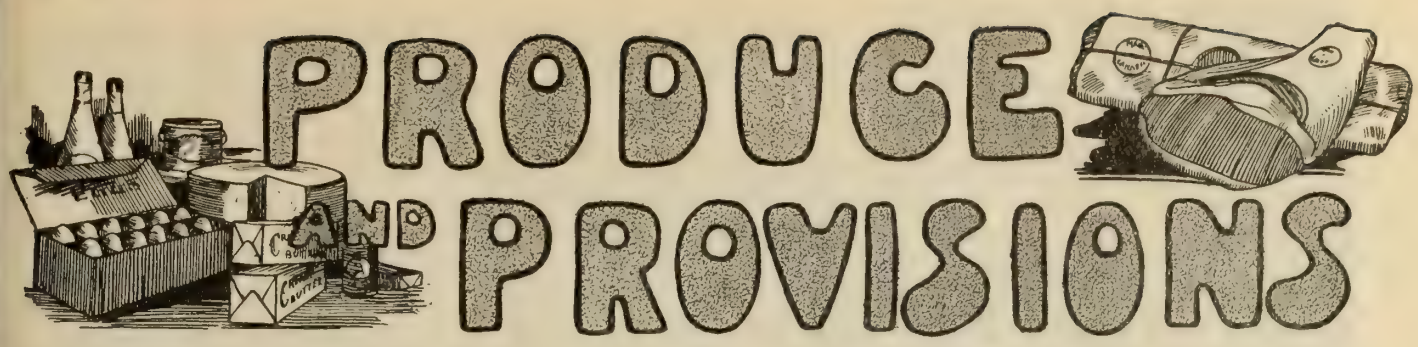
St. John, April 16.—There has been a pronounced advance in Siam rice on this market of late, this product now selling at $10 to $10.25 per cwt, an increase of 50-75c. Margarine is once more on the market, and is in good demand at 34½-35c. New-laid eggs are slightly easier in price, being quoted at a straight price of 48c. Creamery butter is somewhat higher in price, selling at 47c. Potatoes are quoted at $3.25 to $3.50 a barrel, and onions at $2 a bag. Oranges are somewhat lower, selling at $6 to $9, according to size and brand. Grapefruit has advanced to $7-$7.50.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 87
Rolled oats, bbl.	....	13 00
Beans, yellow-eyed	....	10 25
Beans, California white	....	10 00
Beans, British Columbia white	9 75	10 00
Rice, Siam, cwt.	10 00	10 25
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 05	9 10
No. 1 yellow	8 55	8 60
Cheese, N.B., twins	0 24	0 25
Eggs, new laid	....	0 48
Breakfast bacon	0 38	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	0 34½	0 35
Lard, pure, lb.	0 32	0 32½
Lard, compound	0 27	0 27½
American clear pork	67 00	70 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont., case	6 20	6 45
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gals., N.B., doz.	....	4 50
Strawberries, 2s, Ont., case	6 00	6 20
Pork and beans, case	4 00	5 50
Salmon, Reds	....	15 50
Potatoes—		
New, native, barrel	3 25	3 50
Onions, Canadian, 75 lbs.	....	2 00
Lemons, Cal., Messina, case	....	7 00
Oranges, California, case	6 00	9 00
Grapefruit, case	7 00	7 50

PROTEST HIGH COLD STORAGE RATES

Wholesalers at Regina are protesting against the high cold storage rates effective this spring. They are out of all proportion to rates in other cities, the wholesalers claim. Even allowing for higher cost of operating here, the claim is made that the increased cost is not sufficient to justify the greatly increased rates charged. Storage rates here for eggs are 20c and 15c, as compared with 12c and 12½c at Winnipeg and with 13c and 9c at Montreal.



Harris Abattoir Co. Suffers Million Dollar Loss by Fire

Part of the Plant Valued at Nearly a Million—Loss of Almost Half a Million Dollars in Goods Loaded for Shipment, or in Process—Margarine Plant Not Affected.

FIRE which broke out in the Harris Abattoir Company's plant, on St. Clair Avenue, Toronto, on Tuesday evening, destroyed part of a plant, with a roughly estimated damage of a million dollars, while the loss in the products of the company will total half as much again. The fire started comparatively early in the evening from some cause that has not yet been ascertained, and before it was under control it had the three-storey frame packing house and the three-storey smoke room completely destroyed, while the brick sausage department was partially destroyed. The loading platforms, with its numbers of tracks, were also completely destroyed. The killing department and the large freezing and cooling plant that immediately adjoins the burned structure fortunately escaped, and the cold storage plant was in operation again on the following day.

Loss in Products Severe

While it is early yet, at the time of going to press it is certain that the loss has been severe. J. S. McLean, the secretary-treasurer of the company, stated that at a rough guess the loss would run somewhere between a million and a million and a half, the major part of this loss being represented by the destroyed plant.

The actual loss of products amounts to a large item, though overshadowed for the moment by the loss in equipment. The bulk of the products, both in course of curing and the finished product, were in the burned section of the plant. There were a good number of loaded cars at the loading platforms ready for shipment at the time the fire broke out. Some few of these cars were moved, but it was not possible to get all of them away, and fully 14 fully loaded cars of butter, eggs, bacon and sausages were completely destroyed. This loss, in view of the present shortage of these products, is a serious item.

Effect on Trade

The loss of the equipment, too, will handicap the business of the firm for some time to come, though it is the intention to commence rebuilding almost immediately. In the meantime other packing plants of the city have offered their assistance in looking after the regular business of the company.

The plant was fully covered by insurance, so that the loss in products and the disorganization of the firm's business are the most serious items to be faced.



The neatly arranged Provision Department of P. Harvey & Co., Windsor, Ont.



The Provision Department of the J. F. Cairns Store, Saskatoon, Sask.

Just what effect the loss will have on the provision trade of this section it is difficult to state at the present time. It is known, however, that the Harris abattoir were handling large government contracts that cannot well wait, and that will consequently come as an added charge against the business of the packing industry of the section as a whole.

The new plant of the company was completed in 1912, and it was in that year that the company moved from their Strachan Street plant to the present location.

The Harris Abattoir Company is one of the two large manufacturers of margarine in Canada. Fortunately the plant for the manufacture of this product is located in a different section of the city from the main plant, and, therefore, is in no way affected, and will continue operations as usual.

Wholesale House Handles Government Fish

Ontario Government Will Not Buy Storage Facilities This Year

The Ontario Government's fish policy has been under consideration recently by Hon. Finlay Macdiarmid, Hon. I. B. Lucas, and Hon. G. F. Ferguson, the subcommittee of council which has responsibility for the plan. It is reported that the Government has decided to utilize the warehouse and shipping organization of one of the largest wholesale dealers in fish in Toronto. This means that for this year, at least, the Government will not enter upon any extensive expenditure to provide cold storage facilities for the large quantities of fish to be purchased from the fishermen.

The utilization of private storage does not mean the abandonment of the Government's fish scheme in any way, but simply involves the payment of an agreed rate per pound of fish distributed. The firm in question is said to have expressed its readiness to abandon the sale of fresh water fish so that there will be no competition with the Government scheme.

J. L. Squires, organizer of the system of distribution of fish for the Ontario Government, is to be retained as sales manager. Orders from various municipalities will pass through his hands and he will have entire control of matters of payment, etc. Mr. Squires has been appointed as a member of the Federal Food Committee.

The protest of the fishermen in connection with the fixed price they are to receive for the fish taken from them under the conditions of their licenses, has been considered by the Government. Hon. Mr. Macdiarmid states that it has been necessary to allow the fishermen at Lake Nipigon an increased amount to cover the advance in the cost of materials and the increase will probably extend to fishermen in other parts of the province as well. It is understood they will be allowed from three-quarters to a cent a pound to cover the cost of boxing and icing, receiving eight cents a pound net for trout and whitefish. This increase will mean a slight advance in the cost of fish to the consumer.

WHAT MERCHANTS MUST FILE INCOME TAX RETURNS?

There is a good deal of uncertainty on the part of some merchants as to whether they are required to file an income tax return, irrespective of whether they come under the taxable limit or no.

R. W. Breadner, Commissioner of Taxation, in response to an enquiry on this point, states that, "all individuals, including members of partnerships, and unincorporated companies are required to file an income tax return on form T1."

All persons whose incomes without deductions, exceed the amount of exemption provided by the Income War Tax Act, 1917, should file an income tax return."

This is a very clear statement of the case. Every married man must file such a form if his income from all sources and without any deductions being made exceeds $3,000, or in the case of an unmarried man, or widower without children where it exceeds $1,500.

"HIGHER PAY OR NO FISH"

Fishermen of Lake Winnipegosis, Manitoba, have sent an ultimatum to the Canada Food Board in Ottawa demanding an increase in the price of fish, the alternative being that they will refuse to produce the fish caught during the winter season.

Their demand is in the form of a resolution signed by 75 of the fishermen of that district, stating that on account of the increased cost of fishing gear, clothing, board, etc., all of which show an increase of 100 to 150 per cent., the present prices paid them are inadequate to produce the fish, and they object to going into debt to get their supplies.

The resolution states that the act caused to be placed on the statute books by W. J. Hanna, Nov. 30, 1917, setting the maximum price of fish, was drawn up without consulting them, and is not for their protection, as the buyers may at any time lower the price.

They are asking for an increase of one cent to two cents on whitefish, jackfish, pickerel, mullets, tullibees and goldeyes, delivered at the shipping points of either Winnipegosis or Mafeking, for the entire winter's catch.

They ask that the fee that shall be paid by the fishermen to teamsters hauling the fish from the camps to Winnipegosis or Mafeking shall be 1½ cents per mile per 100 pounds.

EGGS MOVING FROM SASKATCHEWAN

The Easter season over, eggs are now being exported from central Saskatchewan points. Shipments from the country are coming in well, and the price is remaining firm. Wholesale price is from 36c to 38c. This is regarded as a little high to warrant packing, but within a week or two it is expected packing will commence.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE.

FURTHER declines have been registered in prices quoted on eggs of about 2c per dozen, and with a continuation of heavy receipts reaching buying centers, even lower quotations may be expected. Dealers in Toronto are not yet storing eggs, though reports from Montreal indicate some are going into storage at that point. The big difference in prices being paid for eggs in the United States and Canada cannot be easily overcome, and there is no inducement for Canadian produce men to assume the risk entailed in storing.

Shipments of margarine are expected daily, and Eastern dealers generally anticipate a good demand. Reports from Winnipeg, however, in respect to this product, indicate that anything but satisfactory results have been secured, and where present stocks are exhausted, further supplies will not be wanted.

Butter is in very firm tone and in some quarters an advance of 1c per pound in fresh creamery has been made. Storage has been practically exhausted, and supplies of fresh creamery reaching the market are not equal to the demand.

Live hogs will, it is thought, reach a $20 per 100 pounds basis, fed and watered, during the week. This will be 25c lower than last week's, and $1 less than the preceding week's quotations. Dressed meats hold firm, with one or two slight changes. Fish continues in fair demand, and there has been little change made in quotations.

Hog Easier; Demand Less

Montreal.

HOGS EASIER—DEMAND LESS

PROVISIONS—The feature of the week has been that of a lessened demand for pork, and this has contributed in easing prices, live hogs selling at $21.00 per cwt. Deliveries have not improved a great deal from the fact that space for shipping is still short. Dressed hogs are lower to $29 this week. Cured meats are in fair demand and the prices on these, while maintained, are unchanged.

Hogs, dressed—		
Abattoir killed	....	29 00
Hogs, live	....	21 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	....	0 40
Shoulders, roast, per lb.	....	0 42

Lard Stocks Light; Prices are Held

Montreal.

LARD.—The demand for lard continues good. Prices are unchanged for the week, but the same are firmly maintained and will probably continue without reduction while the supply is no larger than at present. With better deliveries of hogs, the market would be in a better position as regards the supply of lard.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 31
Tubs, 60 lbs.	....	0 31½
Pails	....	0 31¾
Bricks, 1 lb., per lb.	....	0 32¾

Shortening Up ¼c; Fair Demand Exists

Montreal.

SHORTENING.—While there is no definite reason assigned, shortening has advanced a quarter of a cent during the week. The supply is apparently ample and the demand is good, with the supply of lard somewhat short. On country and city account there is a fair volume of business and delivery of cottonseed oil seems to have kept up reasonably well.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	....	0 28

Poultry Scarce; Prices On Live Will Decline

Montreal.

POULTRY.—There is a fairly well maintained demand for poultry. The supply of live birds is light and the delivery small, generally speaking. Notwithstanding this the produce men state that prices are more likely to decline than not. Dressed poultry prices are well held and for this there is good demand, many using more poultry with meat prices higher than usual.

	Live	Dressed
Young ducks	....-	....- 0 32
Turkeys (old toms), lb.	....-	....- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	$0 30-$0 35	$0 35-$0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chickens	....-	....- 0 37

Down Again are Eggs With Lower Tendency

Montreal.

EGGS.—The fine weather has served to facilitate the production and delivery of eggs so that the market is in a far better condition in so far as prices are concerned. These are from 41c to 42c and there is every likelihood of lower prices ruling soon. It is stated that some eggs are being stored, but this is not given much credence in other quarters, as the demand is strong and supplies are not thought to have permitted the accumulation of large surplus yet.

Eggs—		
New-laid	0 41	0 42

More Margarine in; Price Is Maintained

Montreal.

MARGARINE.—There will be some added supplies of margarine to hand this week, and from now on it is expected that the Montreal produce men will get a portion of the allotted supply of American-made oleo. With butter high again and with the prospect of continued strong markets, there will be a strong demand for margarine. Prices hold without change.

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Scarcity of Butter Has Enhanced Prices

Montreal.

BUTTER.—The market conditions are very strong and prices were advanced in some quarters. This is a direct result of a maintained demand and the receipts have been no greater than the needs of the trade, so that there is little surplus. With favorable weather there will be some chance of a better condition in the next few weeks as far as delivery is concerned. In the meantime all conditions point to a maintenance of prices and in fact it will not be surprising if they are marked up some yet. The schedule below gives a slight range of quotations.

Butter—			
Creamery prints, storage	....	....	0 52
Creamery solids, storage	....	....	0 51
Creamery prints (fresh made)	0 53	0 54	
Creamery solids (fresh made)	0 52	0 53	
Dairy prints, choice	0 41½	0 44	
Dairy, in tubs, choice	....	....	0 39

Cheese Exports Will Improve With New Prices

Montreal.

CHEESE.—There is an expression that considerable demand will be made for cheese for export to the British

Cheese Commission as soon as prices are considered and accepted for the 1918 make. This will probably be done soon. In the meantime there is just a fair amount of trade here and this is generally confined to the sorting needs of the city and country merchants. Prices are fully maintained without change.

Cheese—		
Large, per lb.	0 22½	0 23½
Twins, per lb.	0 22½	0 24
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 28
Fancy, old cheese, per lb.	0 30	0 31

Fish Sales Fair With Better Prices

Montreal.

FISH.—The fish importers state that there has been a favorable trade condition for the past week and that the outlook is favorable. One stated to CANADIAN GROCER that the export business was such that they could sell the bulk of their products for overseas delivery. Eastern-caught halibut has been easier, deliveries having so improved as to make a more favorable price. It is further stated that the available space for fish shipments has increased 20 per cent. in the overseas carrying vessels and that this will be increased to 30 per cent. for May. The close season for doree and pickerel is on from April 15-May 15, and for black bass from April 15-June 15. Salt and pickled fish and also frozen are selling better than usual because of the scarcity of freshly-caught varieties. Bulk oysters are scarce and higher, from unfavorable weather. Several changes are made in the following lists:

TORONTO

SMOKED FISH.		
Hadies (fresh cured)	0 13	0 14
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 22	0 23
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 40	2 50
SALTED AND PICKLED FISH.		
Haddock	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	7 00
Do., half barrels	....	7 00
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador), per bbl.	....	23 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	19 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl.	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	12 00
Codfish (Skinless), 100-lb. box.	12 00	12 50
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	....	0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box.	2 20	2 25
Eels, salted	....	0 12
Pickled turbot, new, bbls.	....	15 00
Do., half barrels	....	7 75
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 55	0 60
Prawns, lbs.	....	0 30
Shrimps, lb.	....	0 25
Scallops	....	4 00
Oysters—		
Ordinary, gal.	1 60	1 75
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	10 00
3 gal. (wine) cans	....	6 00
1 gal. (wine) cans	2 00	2 10
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Haddock	08	09
Mackerel	17	18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 10	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12	0 13
Whitefish (small)	....	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Dore	0 12½	0 13
FRESH FISH		
Haddock	0 07	0 07½
Steak cod	0 09	0 10
Market cod	....	0 06½
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 18	0 20
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Gaspereaux, lb.	....	0 07
Gaspereaux, each	....	0 07
Wesern Halibut	....	0 28
Eastern Halibut (chicken)	....	0 22
Eastern Halibut (med.)	....	0 24
Flounders	0 08	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 12
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 10
Mackerel, per lb.	....	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Live Hogs Easier; Dressed Meats Firm

Toronto.

PROVISIONS.—A slightly easier tone is apparent in the situation in respect to live hogs during the week, and prices are expected to work down to a $20.00 per 100 pounds basis, fed and watered, before the end of the week. The run reported is very fair and offerings are being quickly absorbed.

Dressed meats have held very firm during the week, revision being made in two or three lines in some quarters though the general trend has been to show no change. Plain backs at 41-45c and breakfast bacon at 39-41c per pound show a new range with lower prices than last week being made. Business is fair but by no means heavy. Quotations show the following range to-day.

Hams—		
Medium	0 36	0 38
Large, per lb.	0 28	0 31
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 52
Bacon—		
Breakfast, per lb.	0 39	0 43
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38½	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	....	0 32½
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, without dressing, per lb.	0 49	0 51
Shoulders, roast, without dressing, per lb.	0 46	0 48
Barrel Pork—		
Mess pork, 200 lbs.	56 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	29 00	30 00
Live, off cars	....	20 25
Live, fed and watered	....	20 00
Live, f.o.b.	....	19 25

Shortening Holds Firm; Fair Movement

Toronto.

SHORTENING.—Little of interest has developed during the week, conditions remaining unchanged. Business is somewhat variable, but generally speaking lighter than for some time past. Orders are being taken care of in good time now and thought no big surplus has accumulated, the question of supplies is easier.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Unchanged; Demand Easier

Toronto.

LARD.—Prices on lard held firm during the week at figures ruling last week. The tierce basis is provided for in a range from 31c to 32c per pound. The demand is somewhat easier than it has been for some time and orders are being handled promptly. Supplies, though by no means heavy, are equal to present calls.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Marking Time Till Margarine Arrives

Toronto.

MARGARINE.—Dealers in margarine are just marking time until shipments now in transit reach destination. It was thought these would reach the city the latter part of last week or early this week, but it can only be said to be on the way yet. However, that stocks will be offering almost any time now is more than likely, at about 32c to 33c per pound for No. 1.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 32
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Advances 1c Per Pound

Toronto.

BUTTER.—The very firm situation which has been apparent in respect to butter during the past two or three weeks is shown in an advance being registered in some quarters of 1c per pound on fresh made creamery. Supplies are by no means heavy as yet and with storage practically exhausted the market will be inclined to hold its position fairly well until increased receipts are reported. The position of dairy butter may be affected by the arrival of margarine shipments, but to what extent is not yet altogether clear.

Creamery prints, fresh made	0 52	0 54
Creamery solids, fresh made	0 49	0 51½
Creamery prints, storage	0 49	0 52
Creamery solids, storage	0 48	0 50½
Dairy prints, choice, lb.	0 40	0 46
Dairy prints, lb.	0 36	0 40

Further Declines Registered in Eggs

Toronto.

EGGS.—Further declines have been

recorded in the price of eggs during the week, present quotations being from two to five cents lower than figures asked last week. Receipts are reported as very heavy and the consuming demand along similar lines. Indications are that some lower prices may prevail. At the present time no dealer in Toronto has intimated that eggs were being stored and unless some action is soon taken the question of supplies for next fall and winter looks serious. Storage packed first in Chicago have sold down to 34 or 35½c per dozen, which is a smaller figure than produce men in Canada are paying in the country. Until some expression of opinion is given by the Allied Provisions Buying Commission as to the action they will take in regard to the export of Canadian eggs, little doing is expected to be undertaken.

Eggs—		
New-laids, in cartons	0 40	0 42
Do., loose, doz.	0 39	0 40

Cheese Is Holding In Firm Position

Toronto.

CHEESE.—The position of cheese is one of strength during the week. There seems to be an attitude of watchful waiting in respect to prices which the commission will set and awaiting action by them, the market has firmed somewhat. A fair demand exists and orders are going forward in fair volume.

Cheese—		
New, large	0 22	0 23½
Old, large	0 23½	0 24½
Stilton (new)	0 25	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Very Firm; Prices Go Higher

Toronto.

POULTRY.—The position occupied by poultry is one of decided strength and prices being paid in some quarters show further advances. These apply in particular to chickens and roosters, as high as 25c per pound being paid for roosters, though the young birds, 4½ pounds up, range as high as 29c per pound. Receipts of poultry are rather light just now, though a fair demand is apparent.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Geese	0 15- 0 18	0 22- 0 24
Turkeys	0 26- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 22- 0 27	0 24- 0 28
Chickens, 4½ lbs. up	0 25- 0 29	0 28- 0 33
Chickens, under 4½ lbs.	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:		
Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 29

Fish Demand Light; Lake Fish Coming

Toronto.

FISH.—The demand at the present time is somewhat light, a condition that is usual, following the heavy sales prior and up to Easter. Indications are that a good demand will exist all the year round and dealers generally anticipate a splendid summer trade. Supplies of fresh lake fish are arriving, though the quantity offering is by no means heavy as yet. Fresh sea fish are rather inclined to be firmer again this week in some quarters, haddock ranging from 7½ to 9c per pound; steak cod, 9½ to 11c; flounders, 8½ to 9c; herring, around 7c per pound. The range of prices now being quoted is as follows:

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 18
Chicken haddies, lb.	0 11	0 13
Haddies, fillets, per lb.	0 13	0 17
Ciscoes, per lb.	0 15	0 17
Kippered herring, per box	1 75	2 25
Digby herring, skinless, 10-lb.	2 20	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod 12-2-lb. blocks	....	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt mackerel, kits, 20 lbs.	....	4 50
Labrador salt herring, barrels	....	11 50
Do., half barrels	....	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 12½	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	0 20
Do., Restigouche	....	0 27
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 7	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	0 14	0 16
Do., No. 2, lb.	....	0 12
Oysters, No. 3 size pkg., selects	....	....
Blue points, bbl.	....	....
Malpeque, bbl.	....	....
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00
FRESH FROZEN LAKE FISH		
Herring, Lake Superior, bags, lb.	....	....
Herring, Lake Erie, pan frozen	0 08½	0 10
Pike, dressed	0 10	0 11
Do., round	0 09	0 09½
Whitefish, frozen	0 12½	0 13
Trout, lb., frozen	0 14	0 16
Mullets, frozen, lb.	0 06	0 07½
Yellow pickerel, frozen, lb.	0 12½	0 13

Winnipeg.

PRODUCE AND PROVISIONS.—Hog market has been weak again, dropping from 20c to 19½c, and a still easier feeling prevailing. One of the reasons for this drop is that Winnipeg is out of line with other markets, but at the same time there has been an easier feeling all over the country; packers apparently feel that the market is too high. Another thing is that consumption is away off, and people are not paying high prices for hog products. There has been a drop in price on a number of provisions: breakfast bacon is 40c, select breakfast 42c, and backs 40-44c.

EGGS.—Price remains firm due to the big Eastern demand. Consumption is heavy; as a result prices are slightly higher than they were last week. No. 1 candled 37c, case count 36c. The decline in eggs has not materialized, which is a source of regret to packers as they are unable to store at this price. As a rule the market is lower by this time and packers are able to store April eggs which are best for this purpose.

BUTTER.—Fresh made stock is scarce and there is very little coming on the market. Big supplies are not expected for a month, not until the cattle get out on the June grass.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, per lb.	....	0 40
Breakfast, select, lb.	....	0 42
Backs,	0 40	0 44
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 53
Cases, 3s	....	18 00
Tierces	....	0 26¼
Tubs, 50s, net	....	13 25
Pails, 20s, net	....	5 55
Fresh Eggs—		
New laids	0 35	0 37
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 48
Fresh made creamery, No. 2	....	0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	....	0 32½
No. 2	....	0 30½
No. 3	....	0 29½

Pure Lard Jumps To 30c Tierce Basis

Winnipeg.

LARD.—There has been a big advance on pure lard which has jumped to 30c per lb. on tierce basis, the reason given for this advance is the big demand. There is no change in shortening but the tendency is said to be upward.

Jobbers Sell Margarine At A Big Loss

Winnipeg.

MARGARINE.—The market for margarine in Winnipeg has collapsed and a number of jobbers have been compelled to sell out in order to avoid having it go bad on their hands, resulting in a loss to them in some cases of 3c per pound. The reason for this is a big falling off in consumer demand; apparently the public were quite willing at first to give margarine a trial out of curiosity, and then it ceased to appeal to them. A number of retailers are quoting very low prices, apparently to get rid of what they have.

Pickerel And Whitefish Advance ½c Per Lb.

Winnipeg.

FISH AND POULTRY.—Quotations on whitefish and pickerel have advanced half a cent., the reason given being increased cost of production and heavy demand. Price now of whitefish and pickerel in box lots is 11¼c.

Pickerel, box lots	....	0 11¼
Whitefish, box lots	....	0 11¼
Haddock, frozen	....	0 10
Salmon, frozen	....	0 23
Halibut, frozen	....	0 20
Cod, frozen	....	0 12
Kippers, boxes	....	2 25
Bloaters, boxes	....	2 40
Lake trout, box lots	....	0 10¾
Mackerel, frozen	....	0 15
Finnan haddie, 30-lb. boxes	....	0 17

YOU WANT TO WIN THE WAR?

Then save the ice. Ice costs money. Look into

FREEMAN'S Dry Air REFRIGERATOR



Dry Air means better storage. Better storage better meats. Good Meats mean better trade. Better Trade means Bigger Business, Bigger Profits. This is what the merchant of today is looking for. We can help you in this line. ASK FOR A CALL. Buying a cheap refrigerator to save money is like stopping the clock to save time.

Write for a catalogue, which will contain a full line of different styles for BUTCHERS AND GROCERS.

Manufactured by

The W. A. Freeman Co., Limited

Hamilton, Ont.

TORONTO—114 York Street, near King.
MONTREAL—D. H. H. Neil, 16 Notre Dame St. Uptown 8547.

Back Bacon

Same cure as our Famous English Breakfast Bacon. Sold Rind off with Rib in. Also Boneless and also put up in casing. This last is a very choice line and giving great satisfaction.

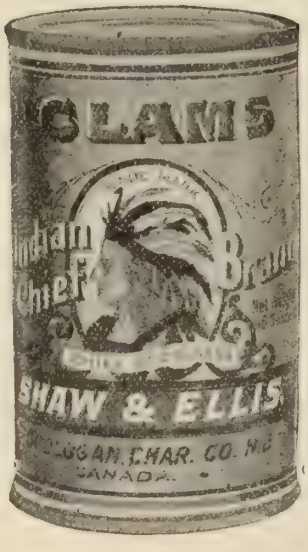
F. W. FEARMAN CO.

Limited

HAMILTON

Recommend

Indian Chief Brand Clams



They merit your recommendation.

They are sweet, pure and wholesome; put up and sealed without solder or acid the very day they are taken from the beds.

Discriminating people prefer Indian Chief Brand to any other. Grocers who sell quality first always find it worth while to push this delicious line.

The profits are worth getting. Are you showing Indian Chief Clams?

SHAW & ELLIS

POCOLOGAN, N. B.



An increasing call

for Marsh's Grape Juice bears evidence to the fact that this Pure Concord Product merits the public's favor.

You should keep your stock displayed and get your share of the demand.

The Marsh Grape Juice Company

Niagara Falls - Ontario

MacLaren Imperial Cheese Co., Ltd.

Ontario Agents

Rose & Laflamme, Ltd.

Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.



THERE are some lines you can carry in your store which are nothing more than space occupiers and room wasters.

You put them up on your shelves, or arrange them carefully on your counter, and there they remain "just a-doin' nothin'!" It would, figuratively speaking, take a charge of dynamite to jolt them off. You'd think they were riveted to the spot, and every time you go past them you give them the cold-storage stare and think hard, bitter thoughts.

But, there are other lines, thank goodness! which hardly ever stay long enough in your store to get used to the place. No sooner do you arrange them on your shelves, or display them invitingly on your counter, than, presto! — they're gone! And in their stead you have dollars and cents to go on buying the necessaries of life as well as to invest in more goods for the purpose of doing more business.

And naturally these are the lines you are looking for. You want something that will **sell**—and **keep on selling.**

This is one of the reasons why Davies Products are so popular with the dealer—they're so easy to sell.

DAVIES PRODUCTS are the kind that SELL—and KEEP on SELLING.

THE WILLIAM DAVIES COMPANY LIMITED

CANADA'S LEADING PACKERS

Montreal **TORONTO** **Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.

Selling New Customers!



Every Community has its crop of new housekeepers looking for the truly best extract. Can you convince them and hold trade with ordinary extract that is just about the same quality as almost every other extract, or can you do better with the brand that stands out conspicuously alone in its superiority? That brand is

Shirriff's
True Vanilla

Your experience tells you to push Shirriff's — known for more than thirty years, as the quality brand. It is made from the finest grade Mexican Vanilla bean, aged for a year by our secret process. Every vestige of flavor is secured. Shirriff's "goes farther."

Shirriff's is 50 Per Cent. Stronger than Government Standard.

The quality that sells new housekeepers also sells experienced ones who haven't tried it before. Give Shirriff's a chance to build up your trade.

Imperial Extract Co.
Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$ 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections—	Per doz
Maple Buds, 5-lb. boxes	$0 3[illegible]
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 38
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 7[illegible]
Almond nut bars, 24 bars, per box	0 95

If any advertisement interests you, tear it out now and place with letters to be answered.

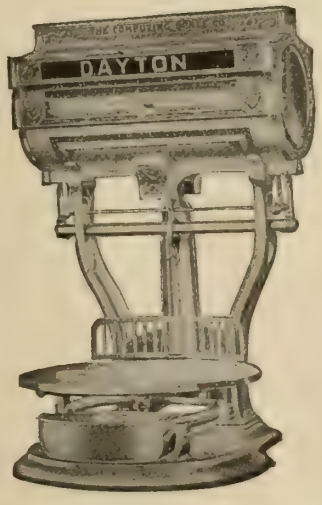


"Bankrupted by Half Ounces"

You often hear it said that such and such a grocer has been brought inch by inch to the verge of bankruptcy, when, as a matter of fact, he has been *weighed* down half-ounce by half-ounce into that condition.

You know how it's done. Rather than give short weight many a merchant will give a customer a trifle over-weight, but he fails to charge for the excess goods. He doesn't *know* what that over-weight is. How about yourself? Use a

Dayton Automatic Scale



and be sure you are getting all your profits. For every ounce you give away is paid for out of your profits. The wholesaler won't pay for it. The landlord won't. Who will? You and your family.

Think it over. Know the **exact** weight and price of everything you weigh.

Send for Our Latest Folders

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

If any advertisement interests you, tear it out now and place with letters to be answered.



Repeat Quality

The quality that creates lasting satisfaction and brings the buyer back again for more — and more—and more—that's the quality it pays to sell.

We offer you this repeat selling quality in the new pack

BRUNSWICK BRAND KIPPERED HERRINGS

Every sea food packed under the Brunswick Brand label is a quality line, but we particularly recommend these Kippered Herrings as being exceptionally customer-pleasing.

Try them. Packed 4 doz. No. 1 tins to the case. Send us your order now. Prompt delivery guaranteed.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK

Terms net 30 days

Eagle Brand, each 48 cans	$8 75
Reindeer Brand, each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	6 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, "Large," each 24 cans	5 75
Reindeer Brand, "Small," each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK

	Per case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size, per doz.	1 85

W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, $4.45.

Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.

Lunch Ham—1s, $4.25; 2s, $8.

Ready Lunch Beef—1s, $4.45; 2s $9.

English Brawn—½s, $2.90; 1s, $4.95; 2s, $9.25.

Boneless Pig's Feet—½s, $2.90; 1s, 4.95; 2s, $9.25.

Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.

Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.

Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.

Ready Lunch Asst. Loaves—½s, $2.40; 1s, $4.45.

Geneva Sausage—1s, $4.95; 2s, $9.45

Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9; 6s, $34.75.

Boiled Beef—1s, $4.45; 2s, $9; 6s, $34.75.

Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.

Cooked Tripe—1s, $2.45; 2s, $4.45.

Stewed Ox Tail—1s, $2.50; 2s, $4.50.

Stewed Kidney—1s, $3.95; 2s, $7.75.

Mince Collops—½s, $1.95; 1s, $3.70; 2s, $6.45.

Sausage Meat—1s, $4; 2s, $7.75.

Corn Beef Hash—½s, $1.95; 1s, $3.45; 2s, $5.45.

Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.

Jellied Hocks—2s, $8.75; 6s, $26.

Irish Stew—1s, $3.45; 2s, $5.45.

Cambridge Sausage—1s, $4.45; 2s, $8.45.

Boneless Chicken—½s, $5.90; 1s, $8.95.

Boneless Turkey—½s, $5.90; 1s, $8.95.

Ox Tongue—½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.

Lunch Tongue—½s, $4; 1s, $8; 2s, $15.50.

Tongue Lunch—1s, $6.75.

Mince Meat (Tins)—1s, $3.25; 2s, $4.95; 5s, $13.50.

Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.

Chateau Brand Pork and Beans, with Tomato Sauce Ind., $1.10; 1s, $1.75; 2s, $2.50; 3s, $3.80.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.

Clark's Chateau Chicken or Tomato Soup, $1.65; Vermicelli-Tomato, $1.65.

Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, $1.25. No. 1, asorted case, $1.35; No. 2, assorted case, $1.35.

Clark's Pork and Beans, Tomato Sauce, Blue Label Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.

Lambs' Tongues—½s,

Chili Sauce (red and gold label) Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.

Vegetarian Baked Beans and Tomato Sauce—2s, $2.

Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.

Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.

Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.

Tongue, Ham and Veal Pates—½s, $1.95.

Ham and Veal Pates—½s, $1.95.

Smoked Geneva Sausage—½s, $2.85.

Pate D'Foie—¼s, 75c, ½s, $1.40.

Lunch Tongue in glass—1s, $9.95.

Ox Tongues in glass—1½s, $14; 2s, $17.

Brisket Beef in glass—1s, ...

Chicken Breasts in glass—½s, $9.95.

Sliced Smoked Beef in glass—¼s, $1.75; ½s, $2.75; 1s, $3.45.

Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c.

Meats, assorted—¼s, 80c; ½s, $1.40. Assorted—½s, $1.45.

Clark's Peanut Butter (glass jars)—¼s, $1.45; ½s, $1.95; 1s, $2.45.

Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.

Clark's Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s, $3.50.

Fluid Beef Cordial—20oz. bottle, $10; 10oz. bottle, $5.

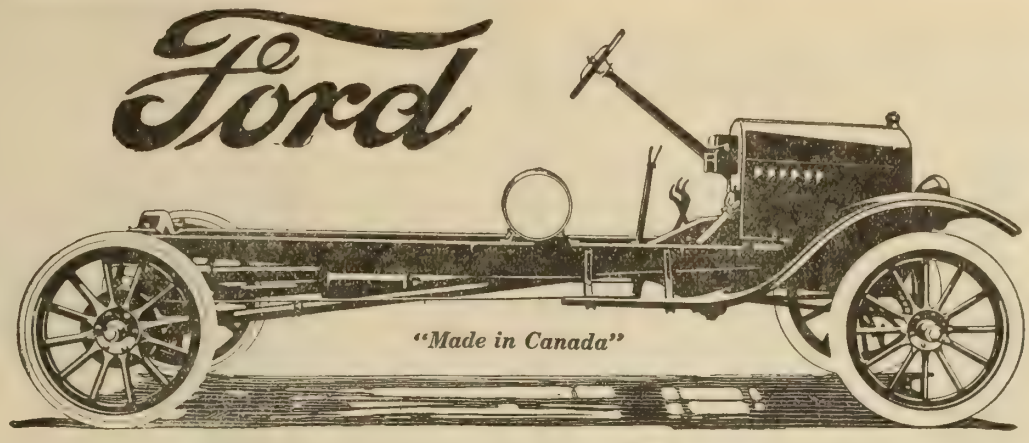
English Plum Pudding—½s, $2.45.

Smoked Sausage, Vienna Style—½s, $2.85.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½-lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40

	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75



Deliveries by Ford One-Ton Truck

THE commercial car is looked upon today as a necessity by progressive business firms who have hauling and delivering problems to consider.

Wholesale or retail merchants who must deliver quantities of merchandise have found the horse-drawn delivery to be too slow, expensive, and entirely inadequate.

The Ford truck, with a single driver, will do more work and cover more ground than two teams and two drivers, for it travels in half the time. This truck will reduce your hauling costs. It eliminates one driver's salary and the care which horses always require. It will make your delivery service more efficient. It will widen your area of distribution. It will be constantly ready for work—day or night. It will show a profit on your investment.

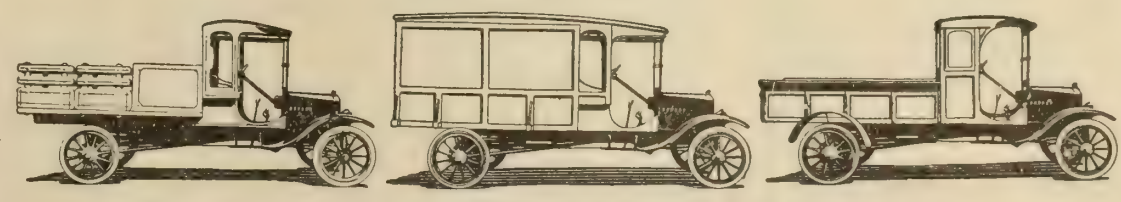
There has been a popular demand for a Ford truck as is shown by the many uses, for commercial purposes, to which our standard chassis has been put. Now, after most careful designing and exacting tests, we are able to offer the Ford One-Ton truck to meet this demand.

The Ford truck is supplied as a chassis only. This permits the purchaser to mount any one of the many body styles specially designed for the Ford truck, and already on the market, and he can select it to meet the individual needs of his business.

Price $750 f.o.b. Ford, Ont.

See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario



Three of the many body styles that may be mounted on the Ford truck chassis

If any advertisement interests you, tear it out now and place with letters to be answered.

A Summer Favorite



ROSE'S LIME JUICE

The passage of time serves but to enhance the popularity in this quality temperance beverage.

It led fifty years ago. It leads to-day. And the demand this summer will be bigger than ever.

HOLBROOK'S Imported WORCESTERSHIRE SAUCE

Your biggest selling effort will be more than repaid when you feature this popular line

And we are still supplying it at pre-war prices. We can also ship you:

Imported English Malt Vinegar, in glass, French Olive Oil, Custard Powders, all flavors, Health Salts, Ground Rice, Rice Flour and Potato Flour.

Holbrooks, Ltd.
Toronto and Vancouver

X-X-X
PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co.
(Chemical Department) **Limited**
SMITH'S FALLS, ONTARIO

FISH

Lake Superior Herring in kegs half-kegs and pails.

APPLES

Nova Scotia stock and Georgian Bay brand, Ontario stock.

Write us to-day

Lemon Bros.
OWEN SOUND, ONT.



Economical Food Dessert

Junket Tablets are advertised in the leading Magazines and Journals for making economical food desserts with great possibilities for variety. And Junket is wholesome and delicious! All physicians and nurses have long known and used

Junket
MADE *with* MILK

This great number of uses provides many sales — in almost every home.

Can you afford to be without this product? Will you say you haven't it when asked to supply Junket Tablets?

Get acquainted with the 10-Tablet package that retails at 12c, with a good profit. Ask your jobber, or write.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

TOMATOES
BANANAS & ORANGES
NEW CABBAGE

Realizing your satisfaction means our success, we solicit your order for any of the above lines. We spare no time or money in purchasing our supplies. What we want is quality.
For satisfaction, get in touch with us.

McBride Bros. - - - Toronto, Ont.



EVERY TIN IS GUARANTEED

EASTERN BRAND LOBSTERS

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited
CORISTINE BLDG., MONTREAL

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.
A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Look It Up In

THE GROCER'S ENCYCLOPEDIA

By ARTEMAS WARD

Full information on every article handled by the grocery trade. Hundreds of trade "Pointers" which are of practical value in buying, selling and caring for goods. An *encyclopedia of all foods* that you have ever seen or heard of. *Food dictionaries* in English, German, French, Italian and Swedish.

1,200 subjects, 500 illustrations, 80 full-page color-plates, 748 pages, 11 x 8½ inches in size, printed on fine calendered paper and strongly bound in heavy buckram.

WHAT JOBBERS SAY

"We find it one of the finest and most valuable books we have ever seen in a long time; every wholesaler as well as retailer should have one." *The John Bird Co.*

"It is a very fine book and we have occasion to refer to it many times." *Kimball Bros. Co.*

"I appreciate your splendid book a great deal. Its valuable information will help me in my business as a grocery salesman."
A. C. Robinson, with the Daniells Cornell Co.

"A most interesting book and we find a constant pleasure in referring to it."
Newport Paper & Grocery Co.

"The best thing we have seen for the education not only of the retail but also of the wholesale grocer." *E. T. Smith Co.*

"A very attractive looking book and one which we should think every groceryman would be glad to own."
E. G. Whittelsey & Co., Inc.

GROCERS' OPINIONS

"I value your Encyclopedia very much and find it very instructive."
S. G. Hunt, Twin Mountain, N.H.

"I surely do appreciate your book."
M. N. Doubleday, North Dana, Mass.

"We think it a very valuable book—very instructive." *O. B. Parks, Westfield, Mass.*

"We are more than pleased with the Encyclopedia and value it very much."
Wookey Bros., Waterbury, Conn.

"The very best book I have ever seen."
S. E. Campbell, Fairlee, Vt.

"I wish to thank you for bringing this book to my notice."
H. S. Young, Norwichtown, Conn.

"A fine instructive book."
O. A. Stevens, Ludlow, Me.

"One of the finest books I have ever seen."
L. N. Perreault, Attleboro, Mass.

PRICE $10.50; DELIVERY PREPAID. Send your Order to

THE CANADIAN GROCER

TORONTO, CANADA

Tomatoes Pineapples Cucumbers Strawberries Oranges

The market is well supplied with fresh fruits and vegetables. Pineapples and Tomatoes coming more freely. Cucumbers from Florida in hampers.

Orders Solicited

WHITE & COMPANY, LIMITED

WHOLESALE FRUITS, VEGETABLES AND FISH

Branch at Hamilton **Toronto**

New Early Valencia Oranges

arriving this week from California. Fine Color and Quality.

Car New Messina Lemons
arrived. Prices lower.

Fresh Car New Florida Cabbage
and
Extra Fancy Peters Pack Tomatoes

Daily arrivals of
Strawberries, Fresh Cauliflower, Lettuce, Rhubarb and Cucumbers
arriving daily in fine shape.

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

Arrivals This Week

3 Cars
California Oranges

1 Car
Each California and Messina Lemons

1 Car
Porto Rico Pineapples

1 Car
Florida Tomatoes

All of very finest quality and at very reasonable prices.

C.F.C. License Nos. 3,090, 3,204

The House of Quality.

HUGH WALKER & SON

GUELPH, ONTARIO

Established 1861

Your Patrons know Sun-Maid Packages

You can sell more and more Sun-Maid Raisins nowadays because women are on the watch for economical foods of high nutrition.



In these days of high prices Sun-Maid Raisins are finding a place in thousands of new homes. Get your share of this business. Display Sun-Maid Raisins on shelves and in windows.

SUN-MAID RAISINS

Three varieties of Sun-Maid Raisins. Seeded (seeds removed); Seedless (grown without seeds); Clusters (on the stem).

California Associated Raisin Co.
Membership 8,000 Growers
FRESNO, CAL.

Sunsweet
Saves Sugar

Rich in fruit sugar—SUNSWEET Prunes make a special appeal to your trade now that sugar must be conserved. They are the finest prunes it is possible to produce in California—

Nature-flavored
Prunes

—sun-sweetened and sun-cured. They can be served without the addition of sugar—their natural sweetness takes care of that. And—they can be used also to sweeten other dishes.

Your customers will appreciate this big, timely feature of SUNSWEET Prunes.

Moral: Get in touch with your jobber now—cash in on the demand for this economical, sugar-saving food.



California Prune and Apricot Growers, Inc.
San Jose, California

A cooperative growing and marketing association embracing more than 5,000 growers engaged in this industry in California.

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years
AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE BUSINESS NEAR SUDbury, Ont. The village is owned by a large mining company and we have exclusive right. Stock about $7,000, doing $40,000 per year. Owner has other interests. Apply Box 296 Canadian Grocer.

GENERAL STORE — STAPLE STOCK — BEST country store in Ontario; good clean stock; six miles from opposition; if interested act quick for particulars. Box 297 CANADIAN GROCER.

WANTED

WANTED — A LINE FOR THE MARITIME Provinces by an experienced travelling salesman. Best of references. Apply to Box 298, Canadian Grocer.

WANTED—A COMPETENT MAN TO TAKE charge of fresh meat department of first-class grocery business. Apply to H. M. Wanamaker, Lindsay.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange, Box 297, Canadian Grocer, Montreal, P.Q.

AGENTS WANTED

TRAVELLERS — GOOD SIDE LINE, SOLICIT from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

SITUATIONS WANTED

A RETURNED SOLDIER, THOROUGHLY EXperienced retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance, are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. Canadian Grocer has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad. in Canadian Grocer. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

Strictly fresh eggs, creamy butter, oleomargarine, prime old cheese.

Our aim is to give you service.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
½-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS
GEO. J. CLIFF

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:

Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

This paper circulates in every province, is the best authority in the grocery trade, and so is read by those who want to know; that is why it pays to advertise in CANADIAN GROCER.

Three dollars a year is all it costs to have this publication mailed to your address every week.



FIRST AID IN THE KITCHEN

A Good War Time Specialty

For mending holes in all kinds of Pots, Pans, etc. Graniteware, Aluminum and other kinds.
Easily applied with the finger and ready for use in two minutes. Sells well at a good profit; put up in attractive display stands.

From your Wholesaler, or write us direct.

H. NAGLE & CO., BOX 2024, MONTREAL

VOL-PEEK

KING GEORGE'S NAVY

CHEWING TOBACCO

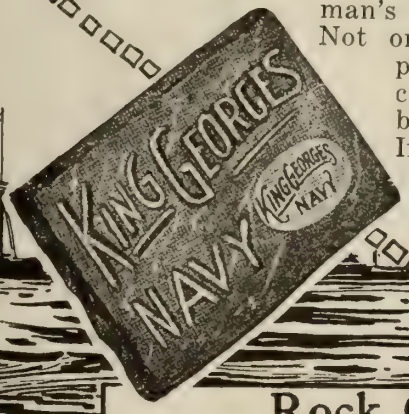
KING GEORGE'S NAVY
LEAVES THE DEALER A GOOD BIG PROFIT

Consequently no good grocer should neglect stocking the popular particular man's "chew."

Not only are the profits good but the prestige derived from selling it counts for much in the general business of the store.

If you are not now selling King George's Navy Chewing Tobacco why not begin at once.

It's worth your while.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper
Twines & Cordage
Brooms Brushes Baskets
Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

War Flour Good Flour

By CARO M. BROWN
Chemist—Lake of the Woods Milling, Company, Limited

IN THE interest of Food Conservation it has been proved most economical to insist upon a standard loaf of bread from all bake-shops and this is only possible when a Standard Flour is manufactured. In order to effect this standardization of flour all over Canada, the Government requires that the mills make not less than 74 per cent. flour from wheat, that is, 74 pounds of War Flour is to be made from 100 pounds of wheat. This is only very slightly more than most mills are already extracting.

Not "Graham" Flour

The slight increase of flour extracted is true flour, and not Bran or Shorts. Formerly this slight amount of flour had been allowed to go into the feeds for animal consumption, but when every grain of wheat counts as it does now, this is too extravagant a practice. There need be no apprehension as to the quality of Government Regulation flour. It is NOT "Graham," nor even so-called "Whole-wheat" flour, and it is NOT flour mixed with Bran or Shorts. It is simply pure flour as taken from the wheat berry, purified and sifted exactly as in the past; but, instead of several grades, such as FIVE ROSES, HARVEST QUEEN, LAKEWOODS, etc., being separated, all the flour is now blended together and only one brand will be on the market.

Colour More Creamy

The War Flour has not quite the white colour of FIVE ROSES, but for all practical uses it will give identical results in baking. Flavour, texture, general appearance and nutritive value will not be impaired in any way.

Good Baking Results

Foreseeing that some regulation of this sort was imminent, we have been trying out in our laboratory recipes for Bread, Cakes and Pastry, using the new "War Flour," our idea being to ascertain if any modification of present methods should be adopted. There need be no fear that the new flour will make unpalatable bread, cake or pastry. We were more than pleased with the results, and found that for bread no variation seemed necessary.

Suggestions for Your Customers

In making pie crust and puff paste, we have obtained the best results by using slightly less water than with FIVE ROSES. The crust was flaky, crisp and well-flavored. For cake, we followed exactly the same recipe in using FIVE ROSES and the War Flour; the cake from the War Flour was equal to that from FIVE ROSES in lightness and texture, was excellent in flavour and of a rich, creamy colour.

The War Flour being rich in gluten, care should be taken in making baking-powder biscuit and pastry not to work or handle it any more than is absolutely necessary, as this toughens the gluten, resulting in a texture less tender and flaky.

LAKE OF THE WOODS MILLING COMPANY LIMITED

MONTREAL — *Makers of FIVE ROSES Flour* — *WINNIPEG*

FIVE ROSES IN KHAKI—To conserve wheat, so essential to the Allied Cause, your favorite brand is now being milled according to Government Regulation. But the name "FIVE ROSES" which, for over a quarter century, has been a positive assurance of quality, is still your protection. Users of "FIVE ROSES Government Grade" Flour are assured of the best available flour under all conditions. Fortunate possessors of the famous FIVE ROSES Cook Book can bake with the new FIVE ROSES with practically no change in their present recipes and in the certainty of excellent baking results.

CANADIAN GROCER

VOLUME XXXII
No. 17

TORONTO, APRIL 26
1918

ANNUAL SPRING AND SUMMER NUMBER

Eliminating the Summer Delivery Evil

Over Five Hundred Customers in Town of 200

Selling 6,300 Customers a Day

Automobilists Buying Beverages

Preventing Summer Losses in Canned Goods

THE · MACLEAN · PUBLISHING · COMPANY · LIMITED · TORONTO · CANADA

HOUSECLEANING TIME—YOUR HARVEST



When the Winter breaks up, the housewife's thoughts turn to housecleaning.

That means extra business for you. For one thing it means extra sales—of the O-Cedar Products. These are "first aid to housekeepers" in cleaning time.



The O-Cedar Polish Mop makes cleaning in out-of-the-way corners comparatively easy. This Mop—a practical help every cleaning day—is almost indispensable during housecleaning time.

The well-known and inimitable qualities of O-Cedar Polish make it as necessary to the housewife as the

O-Cedar Polish Mop

A window display *now*, featuring these two products, will be profitable to you. It will tell your customers you have a full stock of O-Cedar Products. It will be a timely reminder. We have some beautiful signs and cut-outs that are free to you for the asking. These will materially help in making your display. Request them from us.



Ask your jobber for particulars of our special assortments.

Channell Chemical Company
LIMITED
369 Sorauren Avenue
Toronto - Ont.



Bordens

will bring you bigger Summer Sales

Displayed in windows, counter, or shelves—any place where your customers will see them, Borden Milk Products will increase your summer sales and win you the sincere confidence of every customer.

For Borden Milk Products are an ideal summer selling line. Their convenience and general utility make them strong favorites with picnickers, camping parties and outing folk in general.

And their quality—well, Borden quality has been an established truth for more than 60 years.

This summer let every customer know you handle and recommend Borden's. You'll find it worth while.

Borden Milk Co., Limited

"LEADERS OF QUALITY"

Montreal

Branch Office:

No. 2 Arcade Bldg., Vancouver



If any advertisement interests you, tear it out now and place with letters to be answered.

Pleasant Economy

This is unusual economy.

Economy before has meant sacrifice.

Just now it is fashionable to economize. The government urges it as a matter of duty. Shortage of certain foods has made it necessary.

Here is an opportunity to effect a definite saving without the slightest sacrifice.

Serve your family

Swift's Premium Oleomargarine

the tasty spread for bread.

You could not serve a food product that is more wholesome or more appetizing.

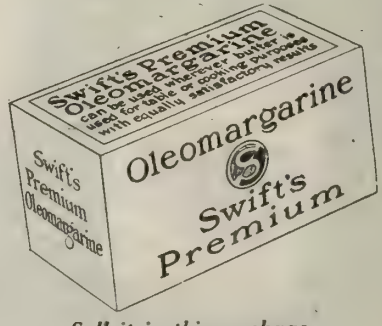
It is cleanly made in sanitary factories from pure vegetable oils, pasteurized milk and butter; wholesome, government-inspected, animal oils and finest dairy salt. The ingredients are selected with utmost care for their nutritive value and blended to bring out a delicious flavor.

Order a trial case to-day. You'll know why more than a million housewives buy and serve it regularly.

Swift's Premium Oleomargarine

Swift Canadian Co.
Limited

Toronto Winnipeg Edmonton



Sell it in this package



Anticipating the scarcity of Sardines, we made special and successful efforts to get a good supply. We have a good stock of

Crossed Fish Sardines
Royal Brand Sardines

Wise buyers will order their supply early, as this supply, while large, will soon be exhausted.

Do you need Shelled Nuts of any kind?

We supply the following:

Shelled Almonds,	Blanched Almonds,	Ground Almonds
Brazils in Shell		Pistachio
Shelled Brazils		Pignolias
New Filberts		French Walnut Halves
Granulated Nuts		California Amber Pieces
Peanuts		White California Halves
Pecan Halves,	Pecans in Shell,	Californias in Shell.

Also

Baking Powder 10 lb. Tins	Cocoa Powder in Barrels
Cherries in Maraschino	Point Clear Shrimps

W. G. Patrick & Co., Limited

Importers and Distributors

TORONTO MONTREAL WINNIPEG NEW YORK



The word "Curling" on the label

is a quality guarantee where your marmalade stock is concerned. It is a guarantee to you of good, quick sales, satisfied customers and worth-while profits.

For "Curling" Brand Marmalade is made from Seville Oranges and Pure Cane Sugar. And though Seville Oranges are particularly scarce this year we have sufficient on hand to meet our requirements. This season, as heretofore, "Curling" Brand is the real Seville Marmalade.

Stock up now and profit by
"Curling" Brand popularity.

St. Williams Fruit Preservers, Ltd.

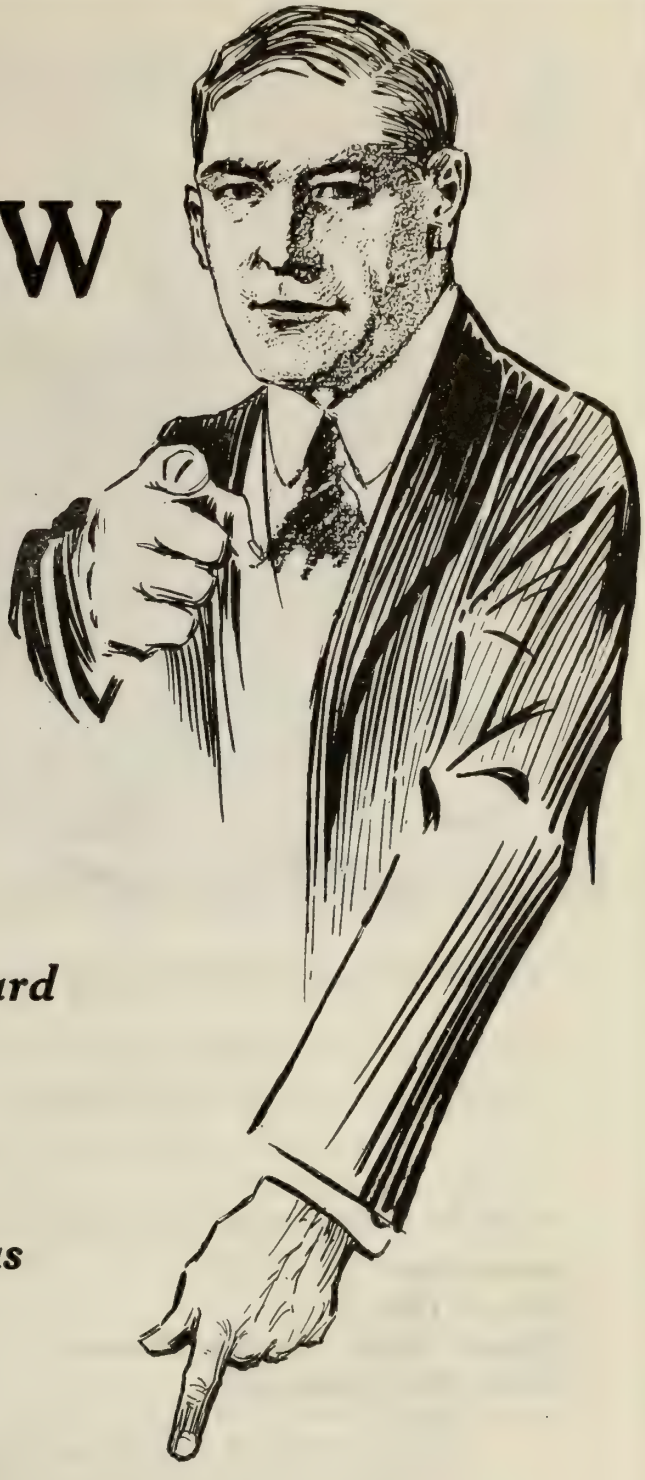
ST. WILLIAMS, ONTARIO

Distributors: Maclure and Langley, Limited

TORONTO - . - - - WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

DO YOU KNOW



that we represent some of the livest manufacturers doing business in the Dominion? The appended list of lines will give you some idea of the established quality goods we are now supplying to the Canadian trade. You will need this list. Tear it out now and keep it handy for future reference.

"Kkovah" Products
St. Williams Jams
Curling Marmalade
Nobility Confectionery
Paris Pate
French's Salad Cream Mustard
Maple Leaf Dirt Chaser
A 1 Turkish Delight
Beach's Gums
Edwards' Floor Wax
Cooker Brand Petit Pois Peas
Good Health Food
Hyslop's Blended Jams
Jeyes' Disinfectant Fluids
Steele's Devilled Tuna Paste
Purity Syrups
Eastern Canada Fisheries Products

Maclure and Langley, Limited

Grocers, Confectioners and Druggists Specialties

Montreal **Toronto** **Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.



VIEW OF EAST SECTION OF OUR NEW PLANT AT PETERBOROUGH

This group of buildings comprises, from right to left:

Rolled Oats and Oatmeal Mill — Package Cereal Building
Office and Warehouse No. 1

In the Package Cereal Building the following packages will be put up:

Quaker Oats
Tillson's Oats
Tillson's Scotch Fine Cut Oatmeal
Quaker Best Cornmeal
Quaker Toasted Corn Flakes
Puffed Rice
Pettijohn's Breakfast Food
Tillson's Scotch Health Bran

The work of equipping these buildings is going along with all possible dispatch, and we expect shortly to be again making shipments from Peterborough.

Milling and packing facilities will assure quality and service of the best only.

THE QUAKER OATS COMPANY

Peterborough, London, Sudbury, Neepawa, Saskatoon
CANADA



VIEW OF PORTION OF WEST SECTION OF OUR NEW PLANT

Part of the new Flour and Cornmeal Mill at Peterborough, also the new Working Elevator, with Storage attached, are shown above.

Double tracks separate the two sections of the plant.

In this section there will be manufactured and packed:

Quaker Standard Flour
Ivory Standard Flour
Victor Standard Blend Flour
Graham Flour
Pure Gold Cornmeal
F. S. Corn Flour
F. S. Pearl and Granulated Hominy
Pearl and Pot Barley

Sterling Feed
Schumacher Feed
Banner Feed
Victor Feed
Tillson's Feed
Bell Cow Bran
Bell Cow Shorts
Bell Cow Middlings

The entire plant will, at the latest, be in operation before new crop grains are available.

Large assortment—the most modern equipment obtainable—brands established by quality—will all then be at your service here.

THE QUAKER OATS COMPANY

Peterborough, London, Sudbury, Neepawa, Saskatoon,
CANADA

Get in Communication with the Most Liberally Managed Grocery Firm in Canada

Canada Food Board License No. 197

Established since 1879, our firm has developed to be in fact one of the most important wholesale grocery houses in Ontario. This success is the result of constant aggressiveness developed on principles of honesty and liberality.

Confident in the resources of our Country and alive to its prosperity, notwithstanding war time difficulties and abnormal high prices of all merchandise, we have within the last two years enormously increased our stock in volume. This is because we are catering to an ever more exigent trade disseminated in the Ottawa Valley, Northern Quebec and New Ontario. Due to the above reasons our sales went up to astounding figures in 1917. We want more for 1918.

Our stock is surprisingly comprehensive. Enjoying great buying capacities together with unsurpassed warehousing facilities, even quite far away merchants *are getting more satisfaction from us than from nearby competitors with stocks incomplete or assembled at maximum costs.*

Special attention given to mail orders. Telephone or wire your requirements at our expense.

S. J. Major, Limited

WHOLESALE GROCERS

Ottawa - - Canada

Founded in 1879

Will gladly send our attractive calendar on request.



Wash Tub or Babies' Bath Tub
4 Sizes



Twin
Beaver
Wash Board



Barrel Cover—2 sizes

Eddy's Indurated Fibreware

looks better than the Zinc, Tin or Galvanized Iron article and it gives better service



Butter or Spice Pail

Prevailing conditions have boosted the prices of these metals and have boosted the popularity of Eddy's Fibreware correspondingly.

Housewives find in Eddy's Fibreware something more than a substitute for the zinc, tin or galvanized iron utensil. They find it an ideal line in every respect—good-looking, long-wearing and perfectly sanitary.

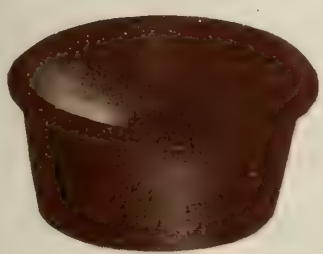
Show your customers how serviceable and economical Eddy's Fibreware really is. Draw their attention to the fact that every utensil is absolutely seamless and therefore cannot shrink, fall apart or become water-soaked.

You will notice illustrated here a few of our lines—tubs, washboards, cuspidors, etc. There are many other useful articles that are not shown but you will find the complete line pictured and described in our illustrated list.

Get a copy from our traveller or from us and look it over at your leisure.



General Utility "Star"
Pail



Cuspidor—2 sizes



Silent
"5"—No After Glow



Fire Bucket

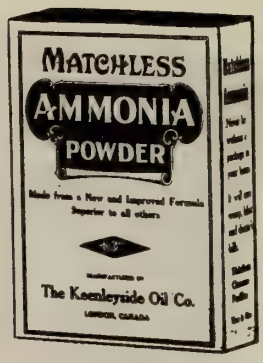
E. B. EDDY COMPANY, LIMITED

Makers of Canada's Famous Matches Since 1851

HULL, CANADA

You can always count on a good demand for

MATCHLESS AMMONIA POWDER



Here is a really dependable customer-satisfying Ammonia that produces quick results and never injures the skin—even the most sensitive.



So that you can recommend *Matchless Ammonia* to every woman and count upon her coming back for further supplies.

Matchless Ammonia is a big, lively seller wherever shown. Keep it displayed. There's a wide margin for you on every sale.



Some of Our Lines

Sauces, Vinegars,
Toilet Soap,
Laundry Soap,
Sal Soda, Epsom Salts,
Ocean Blue,
Red Cross Bouillon Cubes,
Hargreaves Sardines.





Our License Number as wholesale grocers is No. 6—320.

We can also supply you with Best Corn Starch and Best Liberty Gloss Starch in brick or packages. We pay freight on 5-case lots.

Let us quote you on your requirements

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

Metallic Ceilings Improve Stores

They look smart, neat and business-like. They are highly sanitary, increase the light (by reflecting it) and eliminate the "plaster-dust" nuisance.

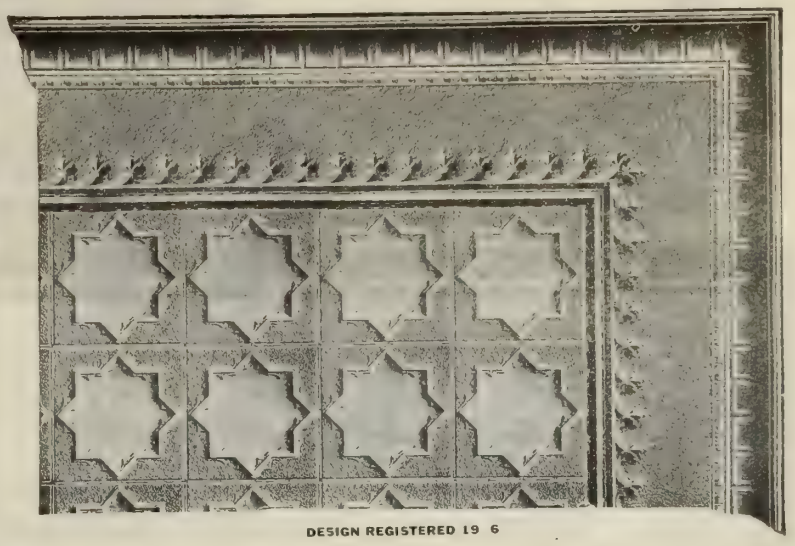
An Up-to-date, Attractive Store Draws Trade

And "Metallic" on your Ceiling will modernize and improve it immensely. "Metallic" is fireproof, absolutely permanent and can be put on right over present ceiling. Scores of patterns to choose from.

Ask for Ceiling Booklet "C.G."

It is Free and very interesting to progressive store owners.

METALLIC CEILINGS never crack or fall off



DESIGN REGISTERED 19 6

The Metallic Roofing Co., Ltd.

MANUFACTURERS OF SHEET METAL BUILDING MATERIALS OF EVERY DESCRIPTION

Toronto and Winnipeg

This will make customers for you during the Summer months

You can add very extensively to your clientele of satisfied customers this summer by featuring the big, favorite, warm weather beverage,

MARSH'S GRAPE JUICE

Here is a high-class temperance drink, delicious enough to please the critical taste of the connoisseur. Every drop in every bottle of Grape Juice bearing the "MARSH" label has got the pure Concord flavor, unspoiled and unadulterated in any way whatever.

Tell your customers how good "MARSH'S" GRAPE JUICE really is. It will bear out your very strongest recommendation. It always repeats.

We furnish dealers with attractive pennants and store signs.

Write to-day for full particulars.



THE MARSH GRAPE JUICE COMPANY

NIAGARA FALLS, ONTARIO

Agents: THE MACLAREN IMPERIAL CHEESE CO., LIMITED, TORONTO
ROSE & LAFLAMME, LIMITED, MONTREAL, QUE.

If any advertisement interests you, tear it out now and place with letters to be answered.

Quality



In our previous advertisement we drew your attention to our strong "Consumer" advertising.

Now, while advertising gets business, QUALITY keeps it.

"Sterling," on silver, and "Nugget," on shoe polish, are both marks of the highest quality obtainable. Only the best ingredients go into the manufacture of "Nugget," and it is a real leather food.

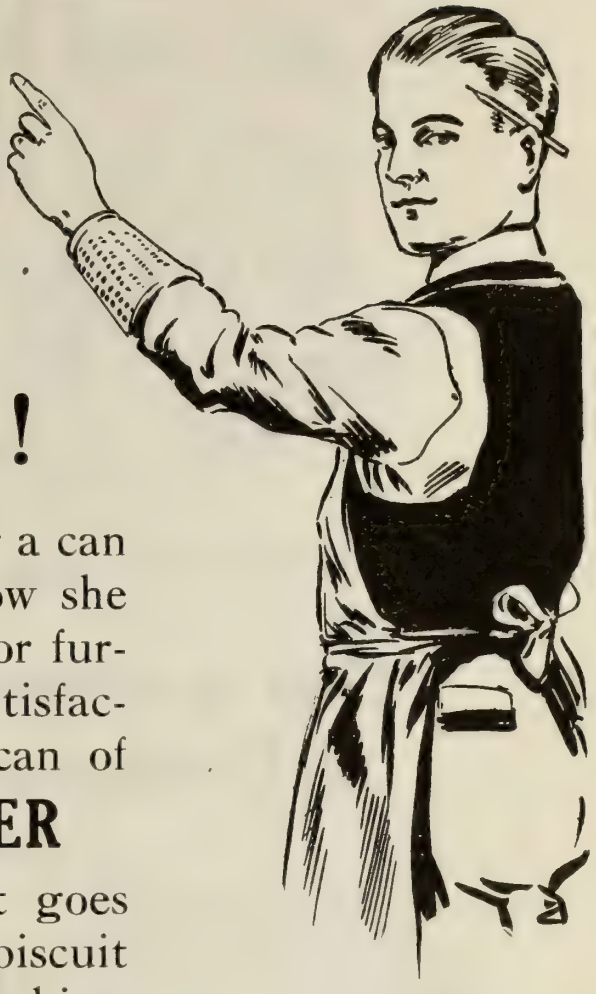
PUSH THE SALE OF

"NUGGET" Shoe Polish

Black, Tan, Toney Red and Dark Brown

The Quality Polish for the Quality Store





"This is my big seller!

"Every time I hand a customer a can of *Egg-O Baking Powder* I know she is going to come back to me for further supplies. Because the satisfaction is there—right in every can of

EGG-O BAKING POWDER

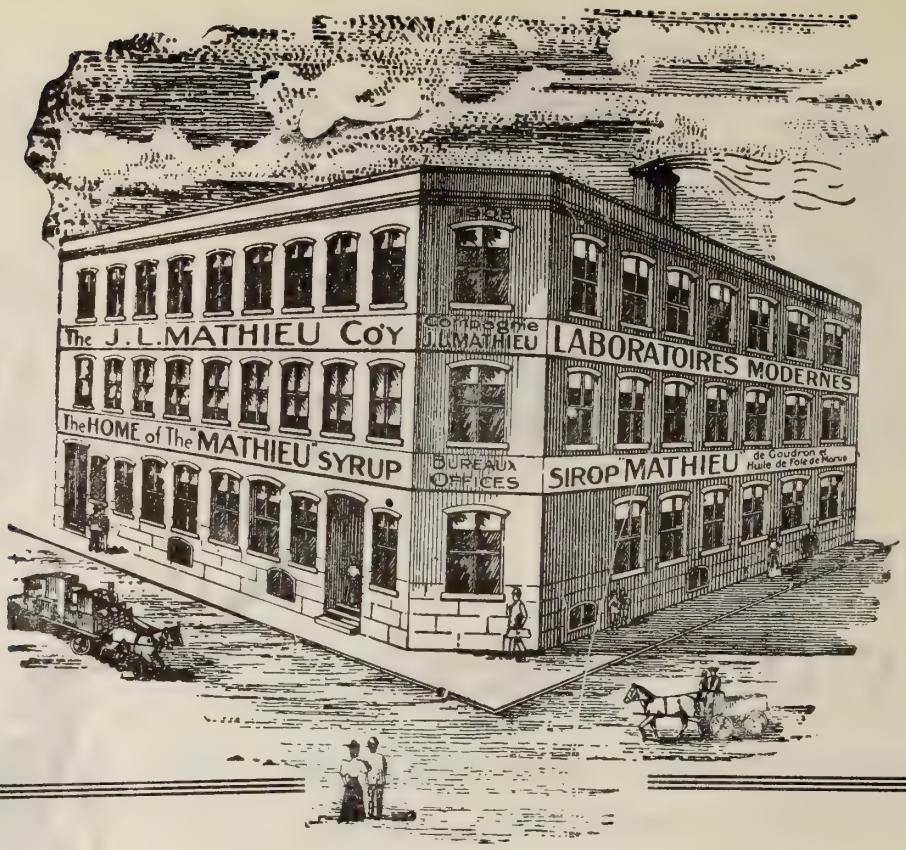
a satisfaction and a purity that goes into every cake and every biscuit made with this dependable baking powder.

"Then, too, the fact that a smaller quantity of Egg-O is required than of ordinary baking powder and the fact that it can be used with sweet milk, sour milk, buttermilk or water commends it to her in a way that means successful selling for me."

You should begin selling Egg-O Baking Powder immediately. And *recommend* it. It will live up to your very best guarantee and will profit you well.

Egg-O Baking Powder Co.
Limited
HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



This is where the Mathieu Products are made



A Great Remedy for Neuralgia, Sleeplessness, Sick Headache, La Grippe.

You know the Mathieu Products of course—

Mathieu's

"SYRUP OF TAR and COD LIVER OIL"

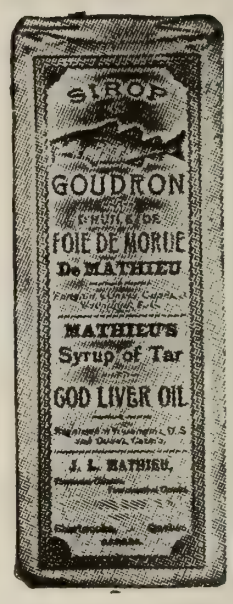
and Mathieu's

"NERVINE POWDERS"

Good grocers everywhere are selling these two health restorers and builders. And in addition to the handsome profit on each sale they are securing increased customer-satisfaction and increased patronage also.

You, too, should sell and recommend these money-makers. A little display will prove a source of big profit.

The Mathieu Products always give satisfactory results.



Breaks Up a Bad Cold. Always Reliable.

J. L. MATHIEU COMPANY

SHERBROOKE *PROPRIETORS* **QUEBEC**

If any advertisement interests you, tear it out now and place with letters to be answered.

Dealers selling these lines make nice profits



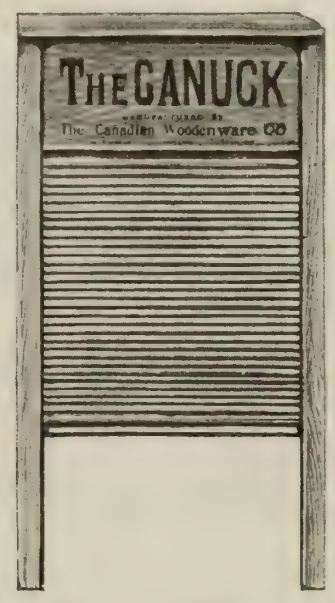
The Easy Washer

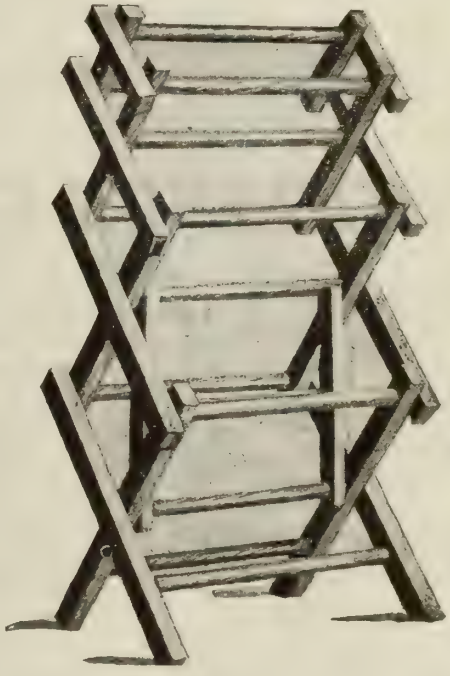
Made in two sizes for "Standard" and Large Families. Crated singly. Legs loose to prevent breakage.

Take the EASY WASHER, for instance. Here is a well constructed and highly efficient washing machine that rubs the clothes naturally, just as the housewife would rub them on the wash-board. The one big difference is that **the Easy Washer has two rubbing boards** which cleans the clothes in half the time. Then, too, there are no gear wheels which means **no jammed fingers or torn clothes.**

And in wash-boards we offer you what are undoubtedly real long-wearing, satisfaction-giving lines. Zinc, glass and metal—the range is complete and every board is one to display and to recommend.

Write to-day for complete list of wash-boards and full particulars of the Easy Washer.





The Canadian Woodenware Company

St. Thomas, Ontario





That's the answer

to the question of what temperance beverage it will pay you best to sell.

This year the demand for such a truly delicious, non-intoxicant as

BARNES GRAPE JUICE

will be especially worthy of your best attention. Once your customers get acquainted with its fine pure Concord Flavor they will buy it regularly and your profits will be increased to a corresponding degree.

No good grocer should let this extra profit opportunity pass. The quality of BARNES GRAPE JUICE can be counted upon to win the whole-hearted confidence of the consumer. Back every BARNES sale with the strongest commendation you know. It will live up to it.

Keep your stocks well displayed during the hot weather months.

The Ontario Grape Growing & Wine Mfg. Co.

ST. CATHARINES, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.



Pure Milk is the basic principle of Malcolm popularity

In the making of Malcolm Milk Products only the purest milk is used. The vicinity of St. George, Ont., is recognized as one of Canada's finest dairying districts and from the splendid, healthy stock on these farms we procure our supplies of pure milk for the popular Malcolm lines.

And then the Malcolm manufacturing process is as scientific and thorough as experts can possibly make it. Results—a product pure enough and delicious enough to satisfy the most critical.

If you are not featuring Malcolm Milk Products we suggest that you send for a trial order at once. *Let the results convince you.*

We deliver 5-case lots to any part of Ontario, Quebec, Maritime Provinces, paying freight charges up to 50c per 100 lbs.



The Malcolm Condensing Co., Limited

ST. GEORGE, ONTARIO

The quality of our Macaroni, Vermicelli and Spaghetti has been made possible only by years of careful experiment.



That is the reason why our products are so widely popular with people who discriminate between the ordinary Macaroni and a high grade line like what we offer. Delicious, palatable, wholesome and economical—what better meat substitute could you suggest than this quality Macaroni and Vermicelli?

Mr. Puccini first made Macaroni in Italy many years ago and since then has gone on improving the quality—making it more palatable, more customer-pleasing, more easily sold—until to-day the Macaroni, Vermicelli and Spaghetti bearing his name offer the grocer a particularly customer-pleasing, profit-making line.

Show these easy-sellers in your displays. Feature their excellence as meat substitutes in war time. Macaroni is taking the place of expensive meats on many menus.

Help the housewife to substitute by suggesting Puccini's Macaroni, Vermicelli, Spaghetti, etc.

A. Puccini and Company, Limited

Toronto: 55 Front East **Factory: St. Catharines, Ont.**

ANNOUNCEMENT



Owing to the fact that some of our most important raw materials have been requisitioned by the Allied Governments, they have advanced so firmly that we are compelled to advance the price on our 2 in 1 Shoe Polishes and Black Knight Stove Polish, as listed:

1918 Prices, $1.20 per dozen

Special Free Deal

With 6½ doz. ½ doz. free, $7.80, Shipping 7 doz.
" 12 " 1 " " 14.40, " 13 "



2 in 1 White Liquid for White Canvas, Nu Buck, Buck and all White Leathers.



2 in 1 White Cake, for White Canvas, Nu Buck, Buck and all White leathers.



2 in 1 Black for all Black leathers.



2 in 1 Tan, for all light Tan leathers.

2 in 1 Ox Blood, for all Brown, Dark Tan or Ox Blood Leathers.



Black Knight Stove Polish. No danger, does not burn, easily applied.

Guarantee against decline

We guarantee these costs against decline for 1918, but the scarcity of materials, coupled with transportation difficulties make it uncertain as to how long we can supply goods on this basis.

Buy heavy NOW is our advice.

Profits

These new prices, retailing at two for a quarter or 15c per single package will provide a gross profit of 34½ to 62½ per cent., according to the deal you purchase.

Newspaper, Magazine, Street Car, Painted Walls and Bulletin advertising is now running.

THE F. F. DALLEY CORPORATIONS LIMITED

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

People are more particular now than ever before as to the class of goods they buy.

Quality Must Be Had

There is only one way to meet this demand and that is

Stock the Best

Especially in pickles and kindred products is this fact to be noted.

Pickles Are No Longer Just Pickles

General Public and his family want the best and they will go where they can get it. You take no chances when you stock Queen Quality Goods because you will have the best that can be made.

QUEEN QUALITY PICKLES

Are made from the very choicest selected stock, prepared with fine flavored vinegar and high grade spices. They are made under ideal conditions by men who know how.

Pickle stocks are very scarce and it is questionable whether there will be enough to last all season. Better not wait too long. If your jobber does not carry Queen Quality Pickles, write to

Taylor & Pringle Co., Limited, Owen Sound

Manufacturers

Distributors:
E. Cutmore, Brantford **Fearman Bros., Hamilton** **MacLaren Imperial Cheese Co., Limited, Totonto** **Maclure & Langley, Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.



Not until it became absolutely imperative did we raise the prices of Krackley Nut and Long Tom Popcorn

As our friends in the trade are aware, the prices of Long Tom and Krackley Nut have been One and Five Cents respectively.

We refrained from increasing these prices during 1917, foregoing all profits in the hope that the corn situation would be more favorable this year, and so permit us to continue selling at the old rates.

The situation this year is that, on account of the continued wet and unfavorable weather for harvesting the popcorn crop, a large percentage of the corn failed to mature and dry. The result has been that the quality of corn obtainable is 50% poorer, and the price more than 100% higher than last year. This, together with scarcity of other materials and increased labor cost have made the following prices imperative.



Krackley Nut to retail at 7c Fort William and East, 8c West of Fort William. Long Tom to retail at 2c

Upon the return of normal conditions we hope to again resume our old prices.

Present indications assure us that Krackley Nut will be as popular as ever this season. A package of this delicious and satisfying confection contains big value for the money invested, even at the increased price.

Krackley Nut displayed in your store sells itself and gives you good return on the amount invested.

Order your supply early and avoid transportation delays.

Order from your Jobber.

O-Pee-Chee Gum Co.

Limited

LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Every back-yard gardener needs a pair of

TAPATCO
REGISTERED TRADE MARK
BRAND
GLOVES

and every good dealer should make a point of supplying this demand.

The women's trade particularly will be bigger than ever this year because more and more women are preparing to help beat the "H. C. of L." by making that back lawn more productive.

All this means a bigger call for the best cotton glove selling to-day—the TAPATCO.

The dry goods merchant is the man to supply this demand. The housewife will prefer to buy her working gloves where she purchases her household necessities. Let her know you are handling the TAPATCO ine. And recommend it.

TAPATCO Gloves are comfortable and serviceable and, besides, they are good looking—a point of strong appeal to most women.

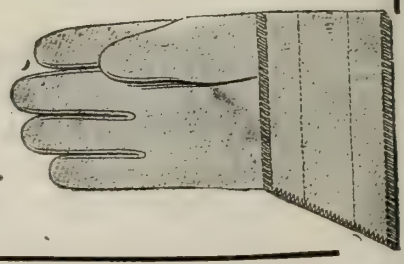


MANY STYLES
MANY COLORS

Made in Band Top, Knit Wrist and Gauntlet Styles. light, medium and heavy weights. Jersey Gloves and Mitts in Oxford, Tan and Slate.

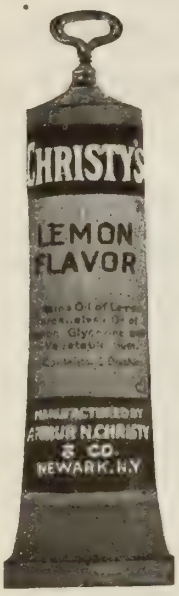
Also Leather and Leatherette Trimmed Gloves.

Put TAPATCO Gloves to the front. It will pay you. Good Sales. Big Profits.



The American Pad & Textile Co.
CHATHAM, ONTARIO

Christy's Non-Alcoholic Food Flavors



USED BY THE UNITED STATES GOVERNMENT, Hotels, Restaurants, Private Homes, Confectioners, etc. There is an unlimited demand for these flavors in Canada to-day.

ECONOMICAL—NO WASTE. They preserve all the delicious qualities of the original fruits and vegetables and spices. In tubes that are air-tight. No bottles to break. No spilling, or corks to lose. The most economical and satisfactory Concentrated Food Flavors on the market.

ASK YOUR WHOLESALER. If he cannot supply you, then write us direct.

Used by the drop and not by spoonful. Economical, Convenient, Sanitary---40 Flavors. Retails in 2 sizes, 25c and 50c tubes

Arthur N. Christy & Company

NEWARK NEW YORK STATE, U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.



Grocers, You can recommend

PURITY FLOUR

(GOVERNMENT STANDARD)

to your personal friends and most particular customers, as a good general purpose flour for all their baking requirements.

Purity Flour (Government Standard) is in no sense of the word a "War" flour. It is a pure, wholesome flour—slightly creamier in color than our regular high patent Purity Flour—scientifically milled from carefully selected Western Hard Wheat.

Note: The recipes contained in the Purity Flour Cook Book are recommended for the successful use of the new Purity Flour (Government Standard).

Western Canada Flour Mills Company, Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal, and St. John, N.B.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

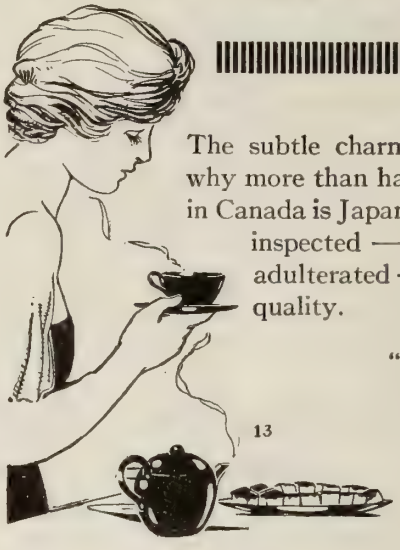
BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



The subtle charm in each cup tells why more than half the tea consumed in Canada is Japan Tea. Government inspected — uncolored and unadulterated — a tea of real cup quality.

"Over our tea — quaffing the sovereign drink of pleasure and health."
—Brady.

13

A good Japan Tea display is always timely and always worth while.

The quality of this delicious product of the Flowery Kingdom can be depended upon to satisfy the most particular Tea drinker.

There are many in your community who will buy Japan Tea from you. The demand is growing daily.

Why not prepare to get your share of it?



Cream of Tartar

10 cwt. casks crystals—300 lb. bbls. powdered.

Cream of Tartar Substitute

300 lb. bbls. powdered.

Tartaric Acid

224 lb. bbls. crystals or powdered.

Citric Acid

112 lb. kegs crystals or powdered.

Castor Oil

4 cwt. bbls. or cases of two tins, 40 lbs. each (80 lbs. per case).

Glycerine

10 cwt. drums—5 cwt. drums—2 tin cases (56 lbs. each)—1 tin cases (56 lbs. each).

Borax

Crystals or powdered, 300 lb. bbls.

Blue Vitriol

450 lb. casks crystals.

B. & S. H. THOMPSON & CO.

LIMITED

MONTREAL

ESTABLISHED 1790

Branches at TORONTO, WINNIPEG and NEW GLASGOW, N. S.

We are Western Representatives for some of the best Canadian, British and American Products

May we count yours among them?



You'll find our representation live, aggressive, result-getting.

Introducing your product through a house with such a well established reputation for service and satisfaction will be a very big factor in putting it right in the front rank of Western "best sellers."

We show you here two of the widely known lines we handle. Listed herewith are some of the other quality products which we represent in the Western market. We are making these lines a success. We can do the same for yours.

We would like to hear from you. Send us a few particulars about your product. Ask us to tell you all about our organization—its reputation, financial standing, and its facilities that guarantee success.

Just a post card.

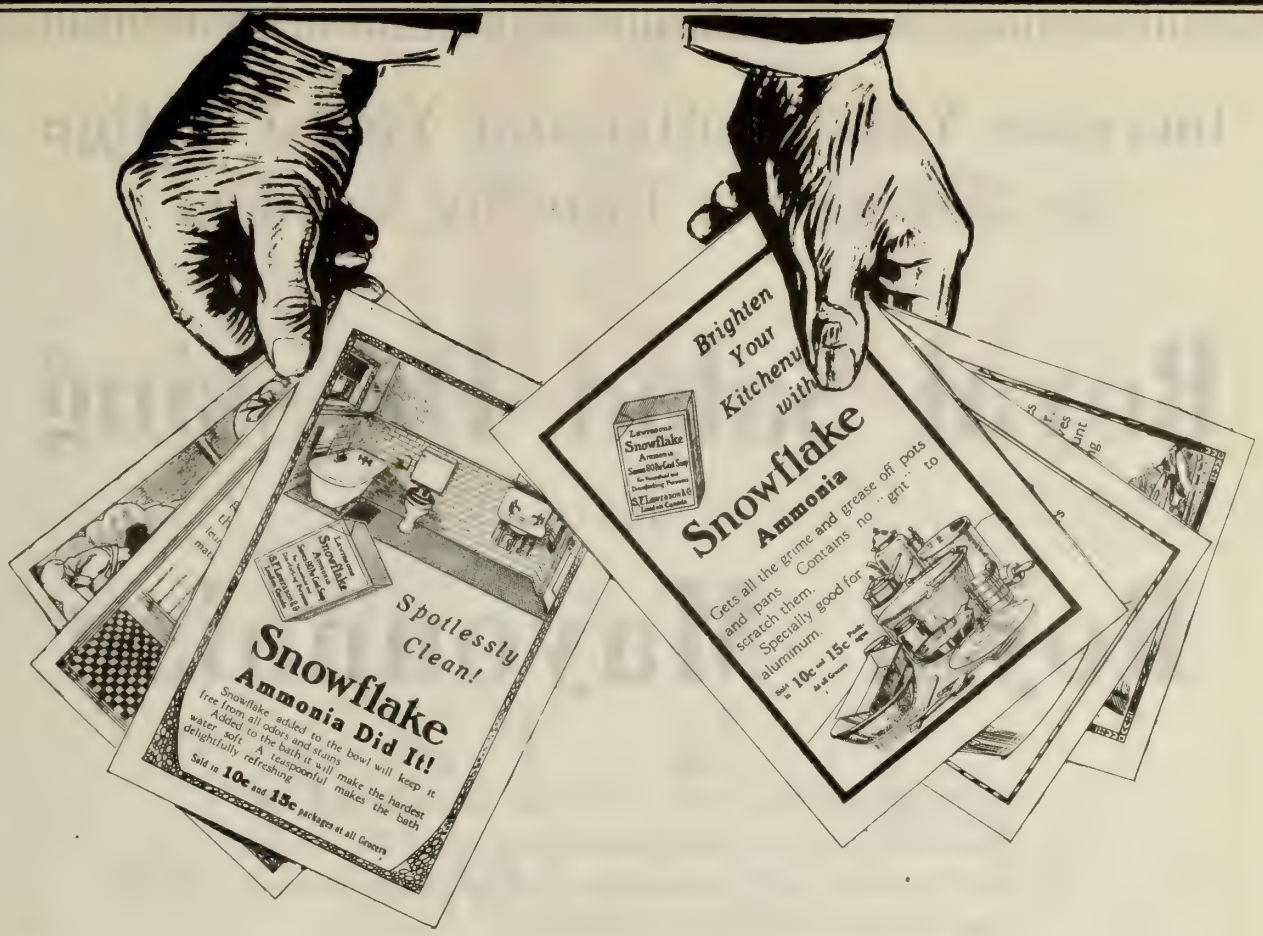
Pugsley, Dingman & Co., Ltd., Toronto, Ont.
John Taylor & Co., Ltd., Toronto, Ont.
Shurly & Derrett, Ltd., Toronto, Ont.
Quaker Candy Co., Toronto, Ont.
Kerr Bros., Toronto, Ont.
Wm. Edge & Sons, Ltd., Toronto, Ont.
Bradshaw's Limited, Toronto, Ont.
Jas. Epps & Co., Ltd., London, Eng.
Wm. Symington & Co., Ltd., Market Harboro, Eng.
Torbitt & Castleman Co., Louisville, Ky.
Rochester Candy Works, Rochester, N.Y.
Peter MacNutt & Son, Malpeque, P.E.I.
Jireh Food Co., Maitland, Ont.



F. D. COCKBURN CO.

Grocery Brokers and Manufacturers Agents

149 NOTRE DAME AVE. E., WINNIPEG



More ads. like these and fewer travellers

To counteract the reduction of our staff of travellers—a reduction necessitated by existing conditions — we have decided this year to advertise SNOWFLAKE AMMONIA POWDER extensively to the consumer.

We are going to impress the housewife with the fact that, notwithstanding an advance in price, Snowflake Ammonia Powder is still the very best value on the market.

This intensified consumer publicity will bring big extra sales to Snowflake Ammonia dealers. "Snowflake" will be **the only consumer advertised Ammonia on the market.**

We will educate your customers to the value of "Snowflake." It's up to you to reap the benefits by showing it regularly in your displays.

Eliminate the uncertainty of delivery by ordering your supplies far ahead. Let us have your orders now.

S. F. LAWRASON & COMPANY

LONDON -:- CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Increase Your Profits and Your Prestige by Selling the Two Big Leaders

Royal Salad Dressing

and

Royal Mayonnaise

Throughout the entire year the demand for the Two Royals is much in evidence but the Summer months are particularly suited to the featuring of such delicious Dressings.

ROYAL SALAD DRESSING is an unmatchable dressing for hot weather dishes and the fact that so many people are practising economy in meat eating will give the sales of Royal Salad Dressing a still bigger boost.

ROYAL MAYONNAISE has that particularly good flavor which every good housewife likes to find in a Fruit Salad Dressing. Fruit Salads are unusually popular during the warm weather months and Royal Mayonnaise is the housewife's guarantee of success in this direction.

Keep the Two Royals on display and guarantee them. They'll keep down to the very last drop.

Made only by

The Horton-Cato Mfg. Company

WINDSOR :-: CANADA

RICE

As an economical food of excelling worth, urge the use of

MOUNT ROYAL MILLS

RICE

What cheaper or better food could you offer a customer?



License No. 2—084

Mount Royal Milling & Mfg. Co., Limited

D. W. ROSS COMPANY, Agents

Montreal **Victoria, B.C.**

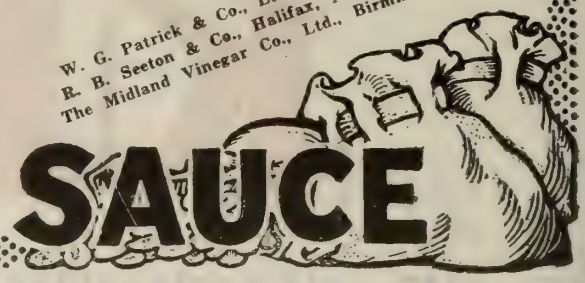
If any advertisement interests you, tear it out now and place with letters to be answered.

The Real Live Selling Line

is what you want—H.P. Sauce is what you are looking for.
It is well advertised, and sells freely.

Your customers are delighted with

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



H.P. SAUCE

BIG PROFITS ON DAVIS CIGARS

Retailer's profit on this order is $9.80—equal to over 39%.

Messrs. S. Davis & Sons, Limited,
Box 630, Montreal.

Please send me, not later than.....by express prepaid, the assortment of 500 cigars, described below, value $25.00.

Selling Price	Quantity of Boxes		Brand	Price Per 1,000	Less Wholesale Discount		30 Days' *Net
2 for 25c	(1 box)	25	**Noblemen Superiores**	$92.50	$2.32	10%	$2.09
2 for 25c	(1 ")	25	**Noblemen Invincibles or Coronas**	92.50	2.31	10%	2.08
10c	(1 ")	50	**Davis Panetelas**	75.00	3.75	10%	3.38
3 for 25c	(1 ")	50	**Davis Perfections**	65.00	3.25	10%	2.93
4 for 25c	(3 ")	150	**Grand Master Blunts**	52.00	7.80	5%	7.40
5c	(1 ")	100	**Lord Tennyson Puritanos**	37.00	3.70	5%	3.52
25c per pack	(20 pkgs.)	100	**Davis Midgets**	40.00	4.00	10%	3.60
							25.00

Business name .....Address .....

Send by .....Express

*If you send cash with order, deduct 2% cash discount and remit $24.50 only.

SEND IN YOUR ORDER

500

We manufacture the highest grade

CANNING BOXES

in Canada

Write for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. - - MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST



People will ask you for it after a first purchase

Once they have tried out the delicious goodness of **OLIVE BUTTER** they will use it regularly and often.

Olive Butter is made from selected pure spices, olives, pimento and malt vinegar, blended into as appetizing and wholesome a table delicacy as skill and science can produce.

We suggest your trying a small supply of Olive Butter in your displays. Get your customers to know the genuine goodness of this line and your repeat orders are assured.

Other of our products worth pushing:

"Chicken a la King"
"Chili, Con Carne" and
"Pure Tomato Paste."

E. W. Jeffress, Limited
WALKERVILLE, ONTARIO



Here's something to net you good profits.

Because they do what is claimed for them and because they are well advertised.

COBBAN'S HERB TABLETS

are meeting with a splendid demand wherever sold.

COBBAN'S Herb Tablets are the old reliable herbal remedy in popular tablet form. The demand is big enough and the profit large enough to make it worth your while to show Cobban's Herb Tablets regularly.

Packed one dozen cartons to the box. Each carton contains fifty tablets, and retails at 25c.



Muncey Supply Company, Muncey, Ontario

Watson & Truesdale, 120 Lombard Street, Winnipeg—Distributors for the Canadian North West

If any advertisement interests you, tear it out now and place with letters to be answered.



Made in Canada



Conservation of Food

DOMESTIC ECONOMY is impossible without FRUIT JARS.

This is fully recognised by all Authorities interested in FOOD CONSERVATION and their PUBLICITY CAMPAIGN will undoubtedly stimulate the use of JARS this year and create a demand far above normal. RETAILERS should be ready to do their part by having JARS on hand when required.

REQUIREMENTS should be carefully considered and orders placed with WHOLESALERS as early as possible.

LATE ORDERS may not ensure delivery in time to meet the requirements of the PUBLIC.

NO FRUIT or vegetables should be wasted this year for want of JARS.

Ask your Wholesaler for JARS "MADE IN CANADA" and guaranteed by a reliable manufacturer.

Adv. of Dominion Glass Company, Limited



Made in Canada



The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

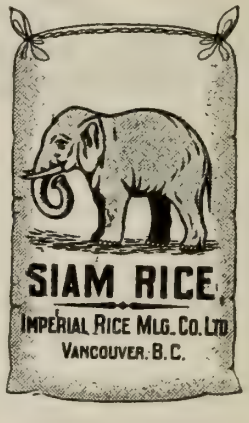
SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





We are offering the best value in Rice on the Canadian market to-day.

If any advertisement interests you, tear it out now and place with letters to be answered.



Cut showing labelled package, giving it a flush body, no seams from cap at top or bottom projecting through label, representing truly your original labelled container.

The selection of a correct package is like guiding the consumer to your goods.

HYGIENIC "HOLTITE-TESSTED" CONTAINERS

These "Wood-Fibre" Containers are treated by our Hygienic Chemical process, they are sanitary, germ proof, moisture proof, air tight, tasteless and odorless, and will stand shipping to any climate, made of such strength that they will hold the weight of a man.

Proved in our testing laboratories to hold all dry products, such as:

Baking Powder	**Egg Substitute**	**Icings**
Custard Powder	**Coffee, Cocoa, Spices**	**Salt**
Powdered Sugar	**Chloride of Lime**	**Tobacco**
Powdered Milk	**Powdered Ammonia**	**Etc., etc.**

Made in sizes ranging from 1⅝ in., 2 in., 2¼ in., 2½ in., 3 in., 3⅜ in., 4 in., 4½ in., 6¼ in. diameter to any height required.

N.B.—We also manufacture a line of plain single and lined cylinder containers with slip-over caps for tops and bottoms, mailing tubes, etc.

As our daily output is being contracted for, we strongly advise you to write for prices, samples, etc.



Cut showing container opened illustrating high neck band of lining, which fits into cover snug when closed, and keeps the contents always fresh when in use by the consumer.

Hygienic Containers, Limited

MANUFACTURERS

14 Sheppard Street, Toronto

Classified Directory of Store Equipment Advertisers

Account Registers
McCaskey Systems, Ltd., Toronto, Canada.

Account Systems
McCaskey Systems, Ltd., Toronto, Ont.

Automatic Computing Scales
Brantford Computing Scale Co., Brantford, Ont.

Bags, Traveling
Knickerbocker Case Co., Fulton and Clinton Sts., Chicago.

Barrels
The Sarnia Barrel Works, Sarnia, Ont.

Bins, Tipping
G. W. Murray Co., Ltd., Winnipeg, Man.

Biscuit and Cake Cabinets
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Bone Grinders
Hobart Mfg. Co., Toronto.

Broom Racks
Walter Woods & Co., Hamilton, Ont.

Butter Dishes
H. P. Eckardt & Co., Toronto.
Oval Wood Dish Co., Delta, Ohio.
Walter Woods & Co., Hamilton, Ont.

Butter Tubs
Walter Woods & Co., Hamilton, Ont.

Butter Paper
Walter Woods & Co., Hamilton, Ont.

Cake Cases
Walker Bin & Store Fixture Co., Kitchener, Ont.

Cake Mixers
Hobart Mfg. Co., Toronto.

Candy Display Cases
Knickerbocker Case Co., Chicago.

Cash Carriers
Gipe-Hazard Store Service Co., Ltd., Toronto, Ont.

Cash Registers
National Cash Register Co., Toronto, Ont.

Cereal Grinding Mills
Hobart Mfg. Co., Toronto.

Cheese Cutters, Computing
American Computing Co., Hamilton, Ont.
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Walter Woods & Co., Hamilton, Ont.

Cheese Cutter Cabinets
Brantford Computing Scale Co., Brantford, Ont.

Coffee Mills
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.

Coffee Mills (Electric)
Hobart Mfg. Co., Toronto.

Coffee Refiners
Hobart Mfg. Co., Toronto.

Cold Storage Doors
Eureka Refrigerator Co., Toronto, Ont.
Jno. Hillock & Co., Toronto.

Computing Scales
Brantford Computing Scale Co., Brantford, Ont.
International Business Machines, Ltd., Toronto.

Containers for Oysters, etc.
Hygienic Containers Ltd., Toronto.

Cordage
Walter Woods & Co., Hamilton, Ont.

Counters
G. W. Murray Co., Ltd., Winnipeg, Man.

Counter Check Books
McCaskey Systems, Toronto, Ont.
Walter Woods & Co., Hamilton, Ont.

Credit Registers
McCaskey Systems, Ltd., Toronto, Ont.

Delivery Forms
McCaskey Systems, Ltd., Toronto, Ont.

Display Counters
Eureka Refrigerator Co., Toronto, Ont.
G. W. Murray Co., Ltd., Winnipeg, Man.
Jno. Hillock & Co., Toronto.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Display Tables
G. W. Murray Co., Ltd., Winnipeg, Man.

Egg Carriers
H. P. Eckardt & Co., Toronto, Ont.
Star Egg Carrier & Tray Mfg. Co., 1620 Jay St., Rochester, N.Y.
Walter Woods & Co., Hamilton, Ont.

Egg Candlers (Electric)
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Trays
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Carrier Cabinets
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Egg Case Fillers
Millar Bros., Montreal.
Trent Mfg. Co., Trenton, Ont.

Egg Carton Fillers
Trent Mfg. Co., Trenton, Ont.
Millar Bros., Montreal.

Egg Case Cushion Fillers
Trent Mfg. Co., Trenton, Ont.

Egg Case Corrugated Flats
Trent Mfg. Co., Trenton, Ont.
Millar Bros., Montreal.

Egg Shipping Crates
Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y.

Fish Cases
Eureka Refrigerator Co., Toronto, Ont.
Jno. Hillock & Co., Toronto.

Fruit and Vegetable Stands and Counters
Walker Bin & Store Fixture Co., Kitchener, Ont.
G. W. Murray Co., Ltd., Winnipeg, Man.

Ice Cream Cabinets
Eureka Refrigerator Co., Toronto, Ont.

Ice Machines
W. A. Freeman Co., Hamilton, Ont.

Luncheon Cases
Knickerbocker Case Co., Chicago.

Marmalade Machines
Hobart Mfg. Co., Toronto.

Meat Choppers
Computing Scale Co. of Canada, Winnipeg, Man.

Meat Grinders
Brantford Computing Scale Co., Brantford, Ont.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Meat Slicers
Brantford Computing Scale Co., Brantford, Ont.
International Business Machines, Ltd., Toronto.
W. A. Freeman Co., Hamilton, Ont.
Hobart Mfg. Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Metallic Ceilings
Metallic Roofing Co., Toronto.

McCaskey Systems
McCaskey Systems, Ltd., Toronto, Ont.

Office Panellings
Walker Bin & Store Fixture Co., Kitchener, Ont.

Oil and Gasoline Storage and Distributing System (Portable)
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Oil and Gasoline Self-Measuring Pumps
S. F. Bowser & Co., Inc., Fort Wayne, Ind.

Oil Filtering and Circulating Outfits
S. F. Bowser & Co., Inc., Toronto.

Paper
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton, Ont.

Paper Balers
H. P. Eckardt & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.
Climax Baler Co., Hamilton.

Paper Bags
E. B. Eddy Co., Hull, Que.

Patented Bin, Counters and Fixtures
Walker Bin & Store Fixture Co., Kitchener, Ont.

Peanut Butter Machines
Hobart Mfg. Co., Toronto.

Pumps for Gasoline
S. F. Bowser & Co., Toronto.

Pumps for Molasses
Walter Woods & Co., Hamilton, Ont.

Pumps for Vinegar
Walter Woods & Co., Hamilton, Ont.

Receiving Slips
McCaskey Systems, Ltd., Toronto, Ont.

Refrigerators
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
Walter Woods & Co., Hamilton, Ont.

Refrigerator Counters
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Refrigeration Systems
Eureka Refrigerator Co., Toronto, Ont.
W. A. Freeman Co., Hamilton, Ont.

Registering Measures for Pipe Lines
S. F. Bowser & Co., Inc., Toronto.

Sales Pads
McCaskey Systems, Ltd., Toronto, Ont.

Shelving, Grocery
G. W. Murray Co., Ltd., Winnipeg, Man.

Silent Salesmen
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.

Show Cases
W. A. Freeman Co., Hamilton, Ont.
John Hillock & Co., Toronto.
G. W. Murray Co., Ltd., Winnipeg, Man.
Walker Bin & Store Fixture Co., Kitchener, Ont.
Walter Woods & Co., Hamilton, Ont.

Slicing Machines
Hobart Mfg. Co., Toronto.

Store Fittings
Walker Bin & Store Fixture Co., Kitchener, Ont.

Store Tables
Walker Bin & Store Fixture Co., Kitchener, Ont.

Tanks for Oil and Gasoline
S. F. Bowser & Co., Toronto.

Telephones
Bell Telephone Co., Montreal and Toronto.

Time Clocks
International Business Machines, Ltd., Toronto.

Tool Grinders
Hobart Mfg. Co., Toronto.

Twine
Walter Woods & Co., Hamilton, Ont.

Vinegar Measures
Walter Woods & Co., Hamilton, Ont.

Wall Shelving
Walker Bin & Store Fixture Co., Kitchener, Ont.

Window Backs
G. W. Murray Co., Ltd., Winnipeg, Man.

Window Panellings
G. W. Murray Co., Ltd., Winnipeg, Man.

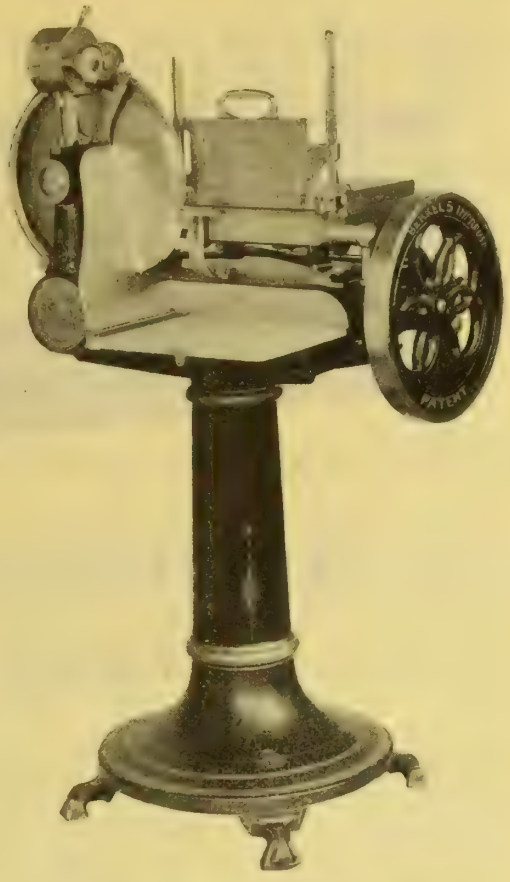
Wrapping Paper
Walter Woods & Co., Hamilton, Ont.

WARNING!

We wish to warn the merchants of Canada against an imitation of the *original Van Berkel Slicer* being offered for sale by unscrupulous salesmen as a "Berkel."

The original *Van Berkel,* commonly called *"The Berkel,"* is sold only by *The Hobart Mfg. Co.,* and their authorized agents listed below. The name, *Berkel's Improved Patent,* is stamped on the genuine *Berkel,* and our name is on the name-plate. The *Van Berkel* is the World's Best Slicer—that's why others try to imitate it.

Imitation is the sincerest form of flattery. You want the genuine, not an imitation. It takes more than a painter to build a good slicing machine—years of experience are required. *The Van Berkel Co.* have built Slicers for thirty years.



THE ORIGINAL
VAN BERKEL SLICER
(May be had without pedestal for counter)

Now is the Time to Install a Slicing Machine

The public want more slices to the pound—you want your end pieces cut to the last slice. You will help the boys in France, the Food Controller, yourself, and your customers, by stopping waste on your meat counter with a *Van Berkel* Slicing Machine.

Before buying a slicer write us for prices and particulars.

SOLE AGENTS IN CANADA:

The Hobart Mfg. Co.

Makers of
Hobart Electric

- Coffee Mills
- Meat Choppers
- Bone Grinders
- Peanut Butter Machines
- Cake Mixers

149 Church St., Toronto

AGENTS: **M. C. McMartin, Toronto**
E. A. Andre, London
A. J. Chalue, Cobalt Country
Blackwell & Landry, 4 St. Lawrence, Montreal
Ryan Bros., Winnipeg
E. S. Chambers, 424 Cordova St. W., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



Let this handsome Show Case build up your sales

It's a sales creator. It is big, good looking and attention compelling—just what you need most to keep those stocks of fancy merchandise out, in front of your customers and keep the goods moving briskly and profitably.

Those old-style counters and wall shelves of grandfather's days are serious handicaps to the development of your business. Why not get rid of them? Why not get the most out of your business by equipping yourself with such time-saving, money-making fixtures as the Show Case here shown?

We can furnish you with anything in the equipment line. Ask us to quote you.

Special Terms and Liberal Discounts for cash

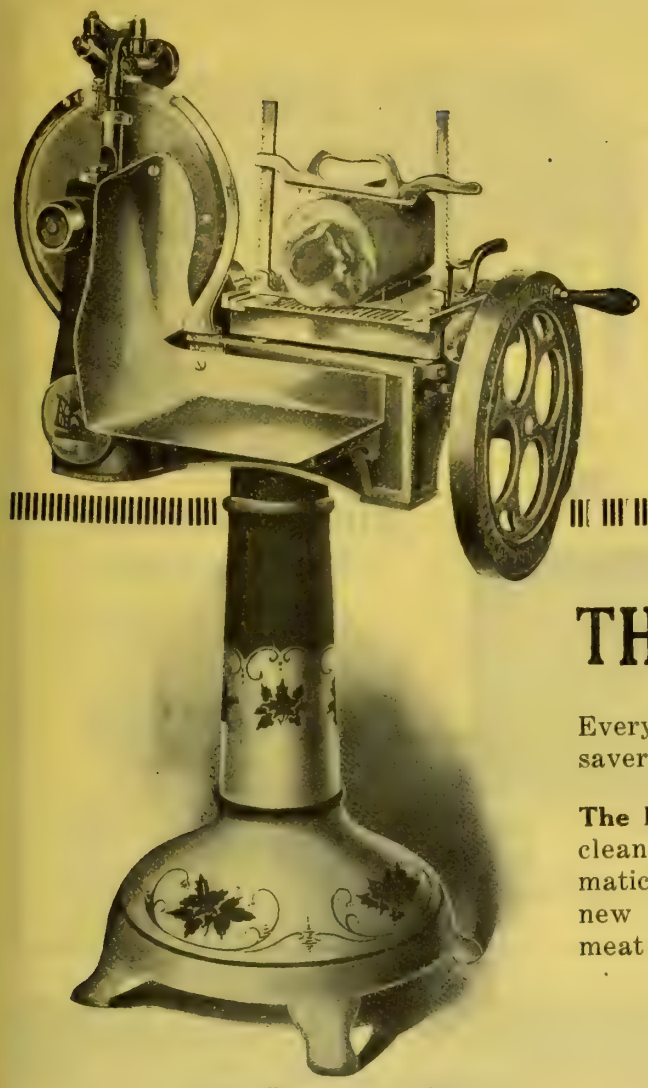
Investigate. No obligation.

Geo. W. Murray Company

Limited

WINNIPEG, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



The Brantford Slicer
to Last Slice

MONEY MAKERS!

THE BRANTFORD SLICER

Every up-to-date grocer should instal one of these money-savers in his cooked meat department.

The Brantford cannot get out of order, is easy to keep clean, fitted with ball-bearing, crucible steel gears, automatic sharpening device, quick interchangeable trays, new patent feed and our patent clutch that holds the meat to the very last slice. No scraps, no waste.

THE BRANTFORD NEW CYLINDER SCALE

Your store equipment is not complete without this splendidly reliable scale.

Its cost is trifling in comparison with the increased service facilities it makes possible. It is strictly sanitary and absolutely dust-proof. Working parts enclosed.

A copy of our catalog will describe for you in detail the merits of the Brantford equipment.

May we mail it to you?



The Brantford New Cylinder Scale
The Best Yet

The Brantford Computing Scale Co., Limited

BRANTFORD, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

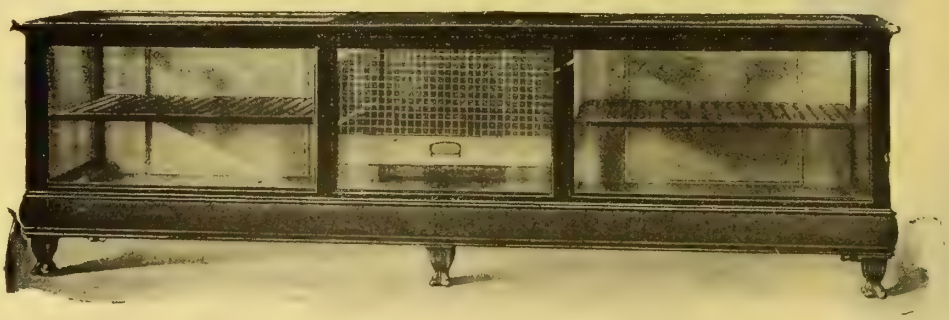
Two Paying Investments

Every good grocer who values a quick turnover and satisfied customers should immediately install both

The Arctic Fish Case and The Arctic Silent Salesman Refrigerator

The former enables the dealer to display his stock of fish to the very best advantage—an important feature when the prevailing big demand is taken into consideration.





Perishables Displayed in the

Arctic Silent Salesman Refrigerator

are preserved in perfect security and shown in a particularly tempting manner. It will sell more meat, vegetables, etc., for you than any other fixture you can think of.

Whatever your refrigerator requirements may be we can fit you from the Arctic line. Ask us to send you our catalog. No obligation.

John Hillock & Co., Limited, Toronto



Point With Pride To Your Oil Room

you like to enter and have your customers observe.

With the Bowser, the oil room is no longer a place to be avoided; oil sales increase and the wants of your customers are attended to quickly and accurately.

The Bowser keeps oil in perfect condition; discharges an accurate gallon, half-gallon or quart at a stroke, direct to customer's can; no spilling, dripping, splashing or waste. Is built for any capacity.

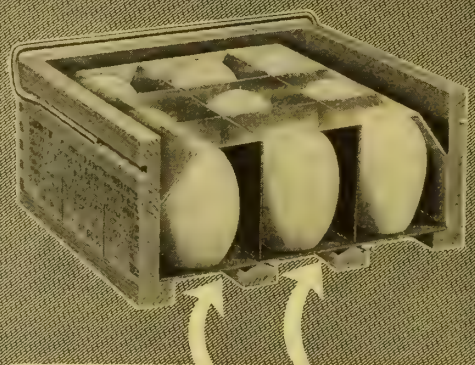
BOWSER ESTABLISHED 1885

Oil Storage Systems

Contrast the shabby, ill-smelling oil room with the room equipped with the Bowser Oil Storage System, where all is cleanliness and order; a place

S. F. Bowser & Co., Inc. TORONTO ONTARIO

Sales Offices in All Centres Representatives Everywhere



See Those Edges!

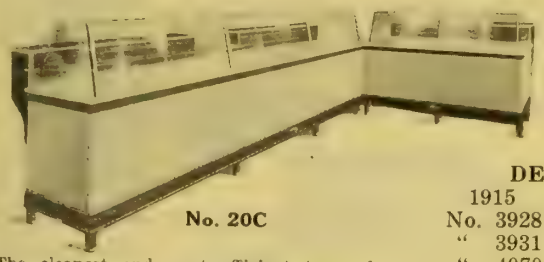
That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two crosswise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. *Today.*

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street Rochester, N. Y.

A Group of
The Freeman "ULTIMATE" Equipment
For the Modern Progressive Meat Market



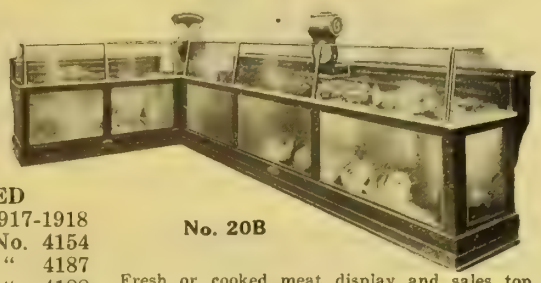
No. 20C

The cleanest and most efficient type of refrigerated counter for the average retail meat market. Fresh meat display and sales top. Base open in the rear for storage of counter supplies and finished in pure, white, sanitary, polished "Vitrolite."
Furnished in ell shaped as shown, or in separate straight sections.
All front exposed wood work quarter sawed oak, finished as required.

DESIGNS REGISTERED

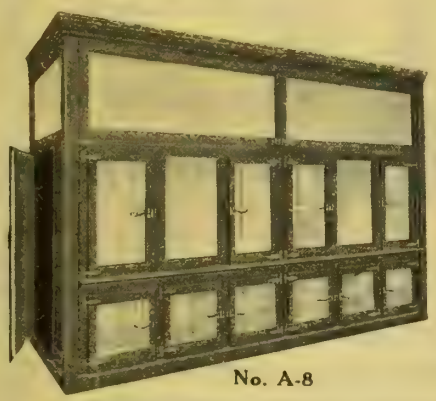
1915	1916	1917-1918
No. 3928	No. 3998	No. 4154
" 3931	" 4001	" 4187
" 4070	" 4002	" 4188
" 4106	" 4152	" 4222
" 4107	" 4153	" 4303
		" 4375
		" 4395

LETTERS OF PATENT GRANTED
1918
1918
1918



No. 20B

Fresh or cooked meat display and sales top. Base primarily designed for display of whole smoked meats.
Furnished in ell shape as shown, or in separate, straight sections. Has flush type doors in rear fitted with all bronze, nickle-plated hardware. Floor finished with white, hard surface tile, with neat border and centre design in colors. One bevel plate and two double diamond glass, bedded, in each display panel.
All front exposed wood work quarter sawed oak, finished as required.



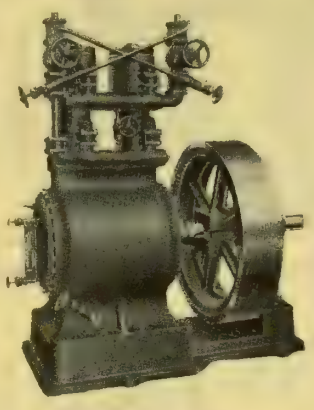
No. A-8

An Attractive Design With Large Display Capacity.

Front and one end of select ash, antique finish.
Panels of tile with bevel plate mirrors between windows.
The door is the heavy cold storage type, overlapping the jamb and closing air tight on rubber gaskets.
Equipped with the Freeman centre warm air flue.
All interior parts removable

To the Trade:

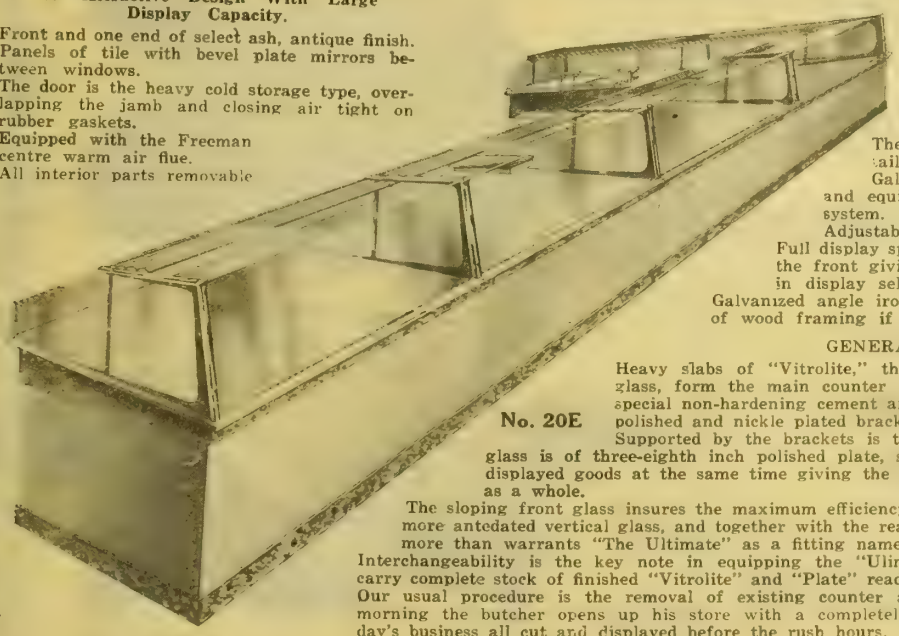
All the important details of design and construction of the Freeman "Ultimate" equipment are fully protected by Industrial Designs and Letters of Patent in Canada. Do not accept an imitation. It would infringe on our Designs and Patents, and, being an imitation, would not be as good quality.



No. CC-4

The Freeman-Brunswick Ice Machine

The ice machine with ten years guarantee—what more need be said.



No. 20E

The latest "Ultimate" designs for the larger retail markets.
Galvanized coils directly under top plate glass and equipped with patented circulating and drainage system.
Adjustable scale shelf at the rear.
Full display space the total width of counter sloping towards the front giving the essential perspective required so much in display selling.
Galvanized angle iron base construction will be furnished instead of wood framing if required.

GENERAL SPECIFICATIONS.

Heavy slabs of "Vitrolite," the sanitary, pure, white, unstainable, polished glass, form the main counter top. These slabs are cushioned with pads of special non-hardening cement and to them are fastened the heavy cast bronze polished and nickle plated brackets.
Supported by the brackets is the polished plate display enclosure; the front glass is of three-eighth inch polished plate, sloping back to give an unobstructed view of displayed goods at the same time giving the best proportions to the outline of the counter as a whole.
The sloping front glass insures the maximum efficiency of cold air circulation unattainable with the more antedated vertical glass, and together with the readily removable plate glass enclosure, in itself, more than warrants "The Ultimate" as a fitting name for the "Freeman Refrigerated Counters."
Interchangeability is the key note in equipping the "Ulimate Refrigerated Counter" permitting us to carry complete stock of finished "Vitrolite" and "Plate" ready for instant shipment with the counter body. Our usual procedure is the removal of existing counter after business hours, and "Presto" the next morning the butcher opens up his store with a completely modern equipment, with his stock for the day's business all cut and displayed before the rush hours.

THE W. A. FREEMAN CO., LIMITED

Cable Address: "FREEMAN" — *Phone connection to all Branches and Depts.* — *Works:* EAST HAMILTON

TORONTO BRANCH
114 York St.

Main Office: Cor. Hunter and Ferguson Ave.
HAMILTON, CANADA

MONTREAL BRANCH
16 Richmond St.

If any advertisement interests you, tear it out now and place with letters to be answered.



Can He Hear You?

The party to whom you are talking will not hear you distinctly if you speak away from the telephone into space.

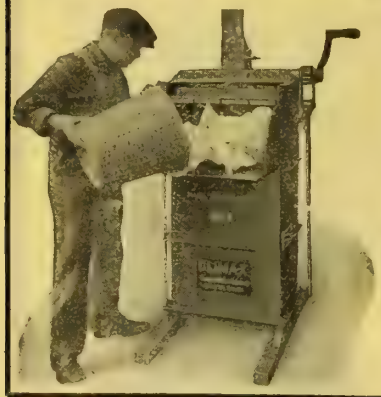
The better way, to avoid indistinct hearing, is to *face the mouthpiece and speak directly into it.*

The Bell Telephone Co. of Canada

"Good Service . . . our true intent."

THE BELL TELEPHONE COMPANY OF CANADA — LONG DISTANCE TELEPHONE

Money in Waste Paper



when baled in an

ALL STEEL **CLIMAX** FIREPROOF

BALER

Send for catalog and details of our *Free Trial Offer.*

12 sizes.

CLIMAX BALER CO.
HAMILTON, CANADA



"McCASKEY"

Account Systems

For Every Business.

Send for booklet—

"A Credit Plan that Works."

McCaskey Systems
Limited
245 Carlaw Ave., - Toronto

When in need of

Wrapping Paper
Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton and Winnipeg

KNICKERBOCKER "MADE RIGHT" SAMPLE CASES, BAGS, PORTFOLIOS, ETC.

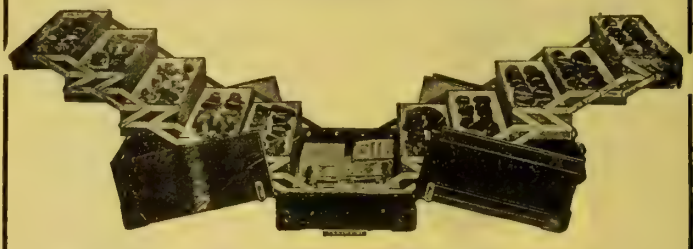
Every Kind, Size and Style



in Stock or Made to Order

for

Groceries, Candy, Crackers, Cakes, and everything sold by Sample through Salesmen or Agents.



Ask for Catalog. *Address Dept C.*

KNICKERBOCKER CASE COMPANY
ESTABLISHED 1900

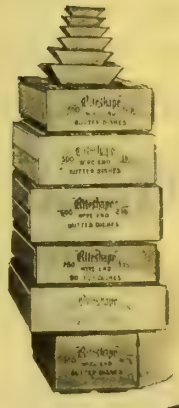
Specialists and Original Designers "Made Right" Sample Cases, Bags, Portfolios, Motor Luncheon Cases, Fishing Tackle Kits, Etc.

Knickerbocker Bldg., Fulton and Clinton Sts., CHICAGO, U.S.A.



The Economical Way

"Riteshape"



There is real economy in the use of "**Riteshapes**" for bulk food packages. No string at all is necessary.

The quality of the paper can be greatly reduced, and a cheaper grade of paper can be satisfactorily used.

"**Riteshape**" packages are neat and tidy.

"**Riteshape**" packages do not take up much room in the basket or delivery wagon.

"**Riteshapes**" are easily handled and save the time of both the retailer and his delivery operatives.

"**Riteshapes**" save dish-washing in the home, because food is left in them until it is used with no danger of contaminating the food.

"**Riteshapes**" take up but little storage room in the retailer's establishment.

"**Riteshapes**" are put up in such a way that only those dishes immediately needed are exposed.

There is no loss of dishes from dirt or contamination while they await use in the retail store.

As a proposition of economy, the "**Riteshape**" strongly recommends itself, with all food dealers.



Victoria Paper & Twine Company

LIMITED

Head Office: TORONTO, CANADA

Branches: Montreal, Halifax and Winnipeg

THE OVAL WOOD DISH COMPANY

Manufacturer

Main Office: Tupper Lake, N.Y.

If any advertisement interests you, tear it out now and place with letters to be answered.

Fatten Your PROFITS

WITH good, old **Liquid Veneer.** Pays you over **71% Profit** on your investment. You now get

Extra Free Goods

in our Dandy Deal. Retails to your customers at the same old prices, 25c, 50c and $1.00.

Call up your jobber or write us NOW.

Buffalo Specialty Co., Buffalo, N.Y.
Bridgeburg, Ont.

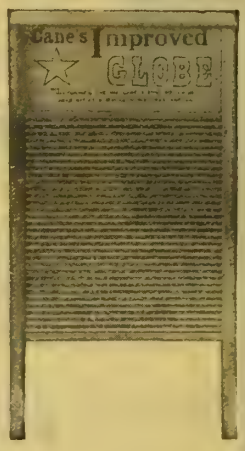


Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

The Megantic Broom Mfg., Co., Ltd.

Manufacturers of Brooms and Clothes Pins



Lake Megantic, Que.

Represented by

Boivin & Grenier, Québec.
Delorme Frère, Montréal.
J. Hunter White, St. John, N.B.
H. D. Marshall, Ottawa.
Harry Horne Co., Toronto.
Tomlinson & O'Brien, Winnipeg.
Oppenheimer Bros., Vancouver.

These agents have always a stock on hand sufficient to satisfy the demands of clients in their territory.

Satisfaction on these three lines guaranteed.

If any advertisement interests you, tear it out now and place with letters to be answered.



California's finest canned fruits and vegetables are packed under the Del Monte Brand.

Handled everywhere by leading grocers catering to the taste of people who want the best.

California Packing Corporation, San Francisco.

If any advertisement interests you, tear it out now and place with letters to be answered.

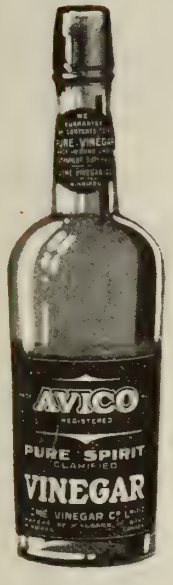
Flavor

is what the consumer demands in Vinegar.



Piquant Flavor

——yes, and there's more than flavor to be gained, for Pure Vinegar enhances food values—aids digestion.



No brand sold in Canada more closely approximates the absolute of excellence than

"AVICO"

Pure Spirit Vinegar



Increase your business—handle the line that makes new friends and holds your old ones.

Your wholesale grocer sells "AVICO" Products.—No greater cost.

ACME VINEGAR CO., Ltd.

Makers of Vinegars in Bond

Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

Mason & Hickey

MANUFACTURERS' AGENTS

Head office at Winnipeg, Man.; branches at Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Brandon and Vancouver. We are open to represent lines that do not compete with the following:

Arbuckle Bros., New York.
Green Coffees.

The Borden Milk Co., Ltd., Montreal.
Evaporated and Condensed Milk.

California Fruit Canners' Association, San Francisco, Cal.
Del Monte Canned Goods.

Canada Nut Co., Ltd., Vancouver.
Peanut Butter.

Canada Starch Co., Ltd., Montreal and Brantford.
Starch, Syrup and Glucose.

Creamette Co., Minneapolis.
Macaroni, Vermicelli, Spaghetti, Creamettes, etc.

Crescent Mfg. Co., Seattle.
Mapleine.

Crown Broom Works, Ltd.,Vancouver.
Brooms, Woodenware.

The Dominion Sugar Co., Ltd., Wallaceburg, Chatham, Kitchener.
Sugar.

Essex Canning & Preserving Company, Ltd., Essex, Ont.
Canned Goods.

Foster & Holtermann, Ltd., Brantford
Honey.

Gorman, Eckert & Co., Ltd., London, Ont.
Olives, Spices and Extracts.

California Packing Corporation, San Francisco.
Griffin & Skelley Co., Division.
Canned and Dried Fruits.

Harper-Presnail Cigar Co., Ltd., Hamilton.
Cigars.

Ingersoll Packing Co., Ltd., Ingersoll, Ont.
Cheese and Smoked Meats.

W. K. Kellogg Cereal Co., Toronto and Battle Creek.
Dominion Corn Flakes, Krumbles, Rice Flakes, etc.

Kelly Confection Co., Ltd., Vancouver.
Molasses.

King Beach Mfg. Co., Ltd., Mission City, B.C.
Jams and Jellies.

W. S. Loggie Co., Ltd., Chatham, N.B.
Lobsters, Codfish and Blueberries.

Manford Schier, Dunnville.
Evaporated Apples.

National Licorice Co., Montreal.
Licorice.

Nicholson & Brock, Toronto.
Bird Seed and Bird Gravel.

Procter & Gamble Distributing Co. of Canada, Ltd., Hamilton, Ont.
Crisco, Soaps, Soap Powders, Oils and Flakewhite.

William Rogers & Co., Denia, Spain.
Valencia Raisins.

W. A. Taylor, Winnipeg.
Horse Radish and Relishes.

Thornton & Co., Malaga, Spain.
Malaga Raisins.

D. Urquhart, Hensall, Ont.
White Beans.

J. H. Wethey, Ltd., St. Catharines.
Mincemeat, Jams and Jellies.

Mason & Hickey

287 STANLEY STREET **WINNIPEG, CANADA**

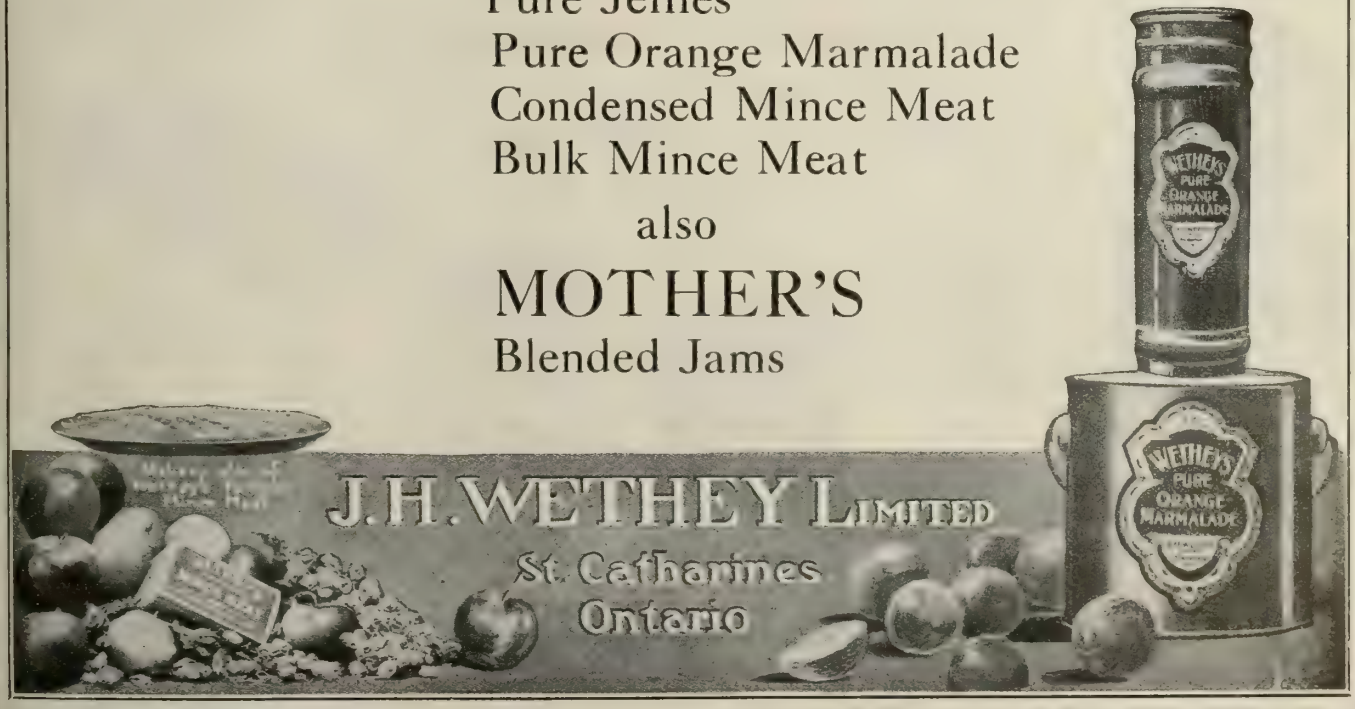


Wethey Products Always Lead

Pure Jams
Pure Jellies
Pure Orange Marmalade
Condensed Mince Meat
Bulk Mince Meat

also

MOTHER'S
Blended Jams



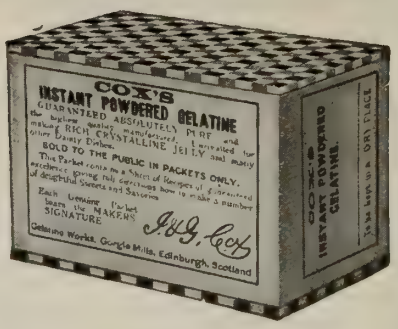
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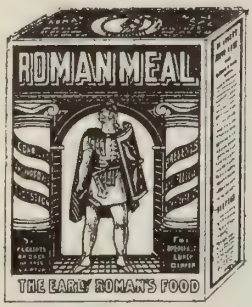
St. Lawrence

DIAMOND

Sugar







Mount Royal Milling Co. "Kar-Eal" for Coffee
Western Salt Company



The Double Guarantee!

In addition to the manufacturers' guarantee, we stand behind these trade marks in our territory.

From the Head of the Lakes to the Rockies.







Tees & Persse, Limited

Established 1884

Tees & Persse of Alberta, Limited



Manufacturers Agents:

Fort William Winnipeg Regina
Saskatoon Moose Jaw Calgary
Edmonton







LION



WOODENWARE







THE EVIDENCE of QUALITY



BRAND
CONSUMERS CORDAGE

Millar Bros. Co., Ltd. Bailey Broom Co.
EGG CASE FILLERS

WOODENWARE
TOOTHPICKS

"Kaybee" Brand the only Canadian made toothpick for sale in Canada.

Household Wooden Pails and Wash Tubs, Candy Pails, Lard Pails and Tubs, Pickle Pails, Fruit and Meat Baskets, Skewers, Red Cedar Chests.

Keenan Woodenware Manufacturing Company, Limited

OWEN SOUND, ONTARIO

WESTERN AGENCIES:

TEES & PERSSE, LIMITED

Fort William, Winnipeg, Regina, Moose Jaw, Saskatoon, Calgary, Edmonton.

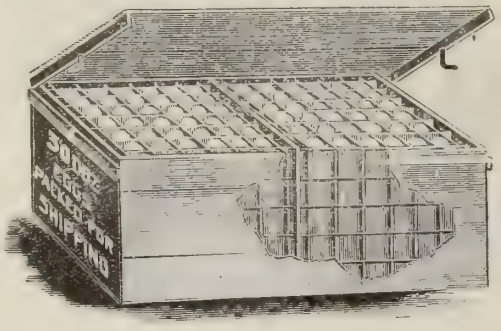
WALTER WOODS & CO., Winnipeg

M. B. STEELE, Vancouver

The Millar Bros. Co., Ltd.

20-38 Dowd Street

MONTREAL - - QUEBEC



Manufacturers of

White pulp egg case fillers and extra flats, in standard and extra large sizes, for 12 and 30 dozen egg cases.

TEES & PERSSE LTD., WINNIPEG

Distributors for Manitoba and Northwest

A High Quality Favorite

Housewives who pride themselves on the excellent quality of their baking are strong for

COW BRAND BAKING SODA

You can't stock another line of Baking Soda so likely to please particular people.



Church and Dwight

LIMITED

Manufacturers

MONTREAL



PURITY

the Salt you'll find so easy to sell

Whether for table or dairy use there is no better salt sold to-day than **PURITY.**

It gives satisfaction always, so that its "repeating" qualities are absolutely assured.

Purity Salt is packed in sanitary cotton bags and handy free-running packages.

A sample shipment of Purity Salt will show you how easily it sells.

Send your order in now for a supply of Canada's most popular Salt.

THE

Western Salt Co., Limited

COURTRIGHT, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Stuart's Jams

Quality and Purity

THERE is no half-way point when quality and purity is considered.

Maintaining the highest quality and purity in Stuart's Products has won for us an enviable reputation.

The Stuart label is the sign of excellence. Make it the dominating feature of this season's displays.



Stuart Limited

SARNIA, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

STUART WATSON

TRACK WAREHOUSE
DISTRIBUTING

FORWARDING
AND
STORAGE

TELEPHONES MAIN 1850
5366

WE COVER MANITOBA, SASKATCHEWAN AND ALBERTA

WATSON & TRUESDALE

WHOLESALE
COMMISSION BROKERS & MANUFACTURERS AGENTS
120 LOMBARD ST.

A. TRUESDALE

CABLE ADDRESS
"STUWAT"

CODES
WESTERN UNION
UNIVERSAL EDITION
A.B.C. 4TH & 5TH EDITION
BENTLEYS FIRST EDITION
J. K. ARMSBY'S LATEST
CROSS

WINNIPEG,

April 26/18

TO MANUFACTURERS AND PACKERS:

GENTLEMEN:-

Years of experience coupled with an efficient sales organization calling constantly on both the Wholesale and Retail trades in Western Canada are the reasons why we suggest if you want your business intelligently handled and your products sold, that you write us.

If we are entrusted with your account you will be assured of efficient representation that brings results.

Yours very truly,

WATSON & TRUESDALE.



EST. 1890 WM. H. DUNN, LIMITED

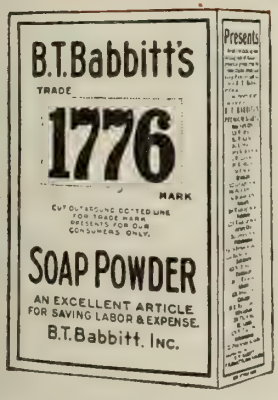
"We Cover Canada"

Representing Foreign and Domestic Packers and Manufacturers of Food Products and Specialties.

BABBITT'S CLEANSING PRODUCTS

A Unique Opportunity of Giving Your Customers the Boon of Pre-War Prices.

BABBITT'S "1776" Soap Powder



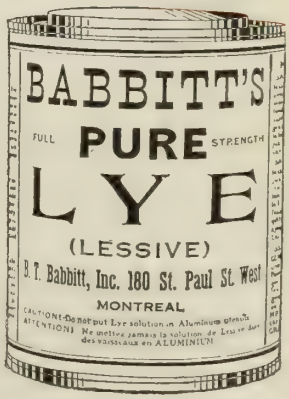
Costs you $4.00 per case of 100 packages. You can resell at 5c.

BABBITT'S 5c. Cleanser



Costs you $4.00 per case of 100 packages. You can resell for 5c.

BABBITT'S Pure Lye



Costs you $4.50 per case of 48 tins. You can resell at 12½c.

Wm. H. Dunn Limited

Sales Specialists **Montreal**

Dunn-Hortop, Limited **Special Agents** **Toronto**

If any advertisement interests you, tear it out now and place with letters to be answered.

We Cover Montreal District



Do you want good, live, aggressive representation in this field?

We cover it thoroughly and are making a success of some of the biggest lines in Canada.

What we do for others we can do for you.

We'll push your product to the front and keep it there.

Get in touch with us right now.

Canadian Food Controller License 6-345



J. L. FREEMAN W. J. SHEELY

FREEMAN and SHEELY

Wholesale Grocery Brokers

ST. NICHOLAS BLDG. MONTREAL



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

FRED COWARD

402 SPADINA AVENUE, TORONTO

Phone College 3506

"Lightning" Coffee Essence, in 8-oz. square stoppered bottles. Packed in 3-dozen shipping cartons.
Price, $2.65 per dozen

Special Grain **Ground Rice,** Standard Brand. 10-oz. net weight cartons. License No. 2-063. Price, $1.10 per doz.

Horse Radish Mustard. 10c fancy glass jar, screw top. Packed 3 dozen shipping cartons. Price, 90c dozen

John Bull **Thick Sauce,** in 8-oz. square stoppered bottles. Packed in 3 dozen shipping cartons. Price, $1.85 dozen

Worcester Sauce, in 6-oz. round stoppered bottles. Packed in 4 dozen cartons. Price, $1.40 per dozen

Representing the Cream of United States and Canadian

Manufacturers and Importers

Furuya & Nishimura, Montreal.
Japan Tea, etc.

Guggenhime & Co., San Francisco.
Dried Fruits, Nuts, etc.

Grace & Co., Ltd., Montreal.
Importers.

Martin & Robertson, Ltd.,
Vancouver
Rice, etc.



Definance Packing Co., Vancouver,
Canned Salmon, etc.

Lummis & Co., Suffolk, Va.
Peanuts.

Lange Canning Co., Eau Claire,
Wis., Canned Goods.

W. R. Grace & Co., New Work.
Importers.

C. H. GRANT CO. Manufacturers Agents **WINNIPEG**

Get the established prestige of The Robert Gillespie Company behind your product in the West—

Our house has long been recognized as the house of quality products and superior service.

MANUFACTURERS looking for real live Western representation should investigate our claims. We carry only first-class lines, so that **your** product will be in excellent company.

THE
ROBERT GILLESPIE COMPANY
WINNIPEG, MANITOBA

If any advertisement interests you, tear it out now and place with letters to be answered.

Will you have sufficient Macaroni to meet the demand?

More and more people are realizing what sound economical food values there are in good macaroni.

The prevailing high cost of foodstuffs in general coupled with the meat conservation campaign is going to have a marked effect on the demand for such a truly economical and highly nourishing food as macaroni.

Will your stocks be ample enough to meet this demand? Don't take chances. Remember—**The American government has cut off the importation into Canada of American-made macaroni.**



Safeguard your requirements now by ordering a big supply of

EXCELSIOR CREAM MACARONI

the quality line made in our own Winnipeg factory by the French process—made right to sell right.

We make Excelsior Cream Long and Cream Cut Macaroni, Cream Spaghetti, Cream Vermicelli, Playing Cards, Soup Stars and Alphabets.

Excelsior Macaroni Products Company

WINNIPEG, MAN.

Exclusive Representatives:

DONALD H. BAIN COMPANY

WINNIPEG SASKATOON REGINA CALGARY EDMONTON VANCOUVER

Donald H. Bain Co.

can give your line real live representation throughout Western Canada—a representation backed by selling forces so organized as to assure satisfactory results.

Manufacturers and Shippers!

Our staff of aggressive salesmen are constantly in touch with every Wholesale Grocer and Jobbing House in Manitoba, Saskatchewan, Alberta, British Columbia and Western Ontario.

If you want a real sales organization to co-operate with you, write us to-day.

Note the strategic location of our offices.

Winnipeg (Manitoba)
Regina (Saskatchewan)
Saskatoon (Saskatchewan)
Calgary (Alberta)
Edmonton (Alberta)
Vancouver (British Columbia)

If any advertisement interests you, tear it out now and place with letters to be answered.



THE "O.K." of Public Approval is unmistakably stamped upon



Aylmer Orange Marmalade

People know the value of the Aylmer quality reputation. They know that the word Aylmer on the label is a surety of excellence, a guarantee of quality entirely unsurpassed.

Aylmer Orange Marmalade

is a line you can show on your counter displays and on your shelves confident that every sale will enhance your reputation with the particular quality lover.

DOMINION CANNERS, LIMITED

HAMILTON, CANADA

Serving Their Country



on the side of

ECONOMY

and always in the front line are

Litster's

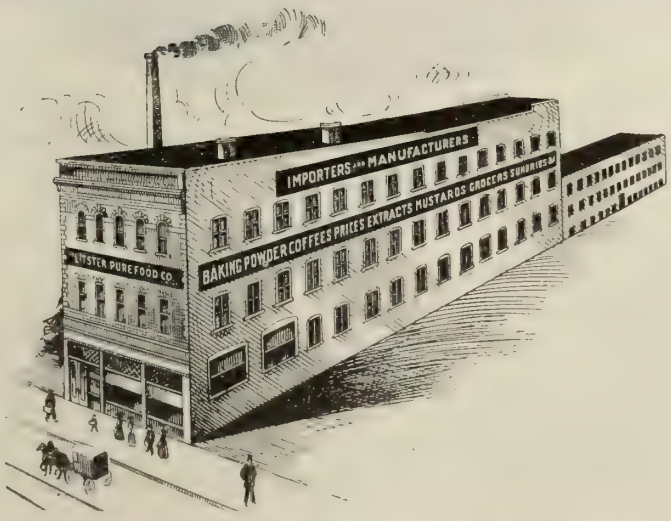


"Dandee" Pure Food Products

Ever Ready Cocoa
Litster's "Dandee" H. G. Coffee
" Jelly Powders
" Salad Dressing Powder
" Pure Food Baking Powder
" Cake Icings
" D. S. F. Mustard
" Standard Pure Extracts
"Dandee" Pure Cocoa
" Peanut Butter
" Puddings
" Custards
" French Mustard
" Health Salt
Allies Jelly Powders
Comfort Baking Powder

Litster's Pure Spices in Packages and Bulk
"Tartarine" guaranteed equal to Cream of Tartar

The Home of Litster's



Pure Food Products

Litster Pure Food Co., Limited, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Revolutionizing the Coffee Business



THE trouble with the coffee business is that coffee is not made right in the home—never twice alike.

Its fine-quality differences, for which all of us are paying from one to twenty cents per pound (the range between Santos and Java) are lost in home coffee making.

You know it. We know it. Every coffee man and grocer, wholesale and retail, knows it.

New labels, new brands, new blends, and new roasting plants can-

not alter this condition one particle and the peddler and catalogue house flourish because their cheap coffee, when it happens to be made right, is better than Java when it is made wrong.

One is as bad as the other when both are spoiled in the making.

The Coffee Problem Solved

There is only one solution to the coffee problem—we must stop delivering *raw material* and instead give consumers the *finished product.*

You can do this by selling Soluble (instant) Barrington Hall Coffee. This is famous Baker-ized Barrington Hall prepared by the new Baker Vacuum Process — a process perfected after four years elaborate research, incurring an expense exceeding $100,000.00.

This remarkable process percolates finely granulated Barrington Hall Coffee with cold, distilled water, evaporates this extract, without heat, into a thick syrup which is reduced to tiny crystals and vacuum-sealed in glass jars.

Soluble (instant) Barrington Hall is made in the cup without waiting, without waste and with no messy coffee pot.

It cannot be spoiled in the making, costs no more per cup than ordinary coffee at 35c per pound. Pays you a good profit. Will increase your coffee sales. Will keep perfectly for ten years and the sale is guaranteed. Moreover, the peddler and catalogue house have nothing like it.

Order from Your Jobber

The leading jobbers in Canada have this new Barrington Hall in stock and can supply you promptly. If you have any trouble in getting it, write us direct and we will send you a list of wholesale distributors.

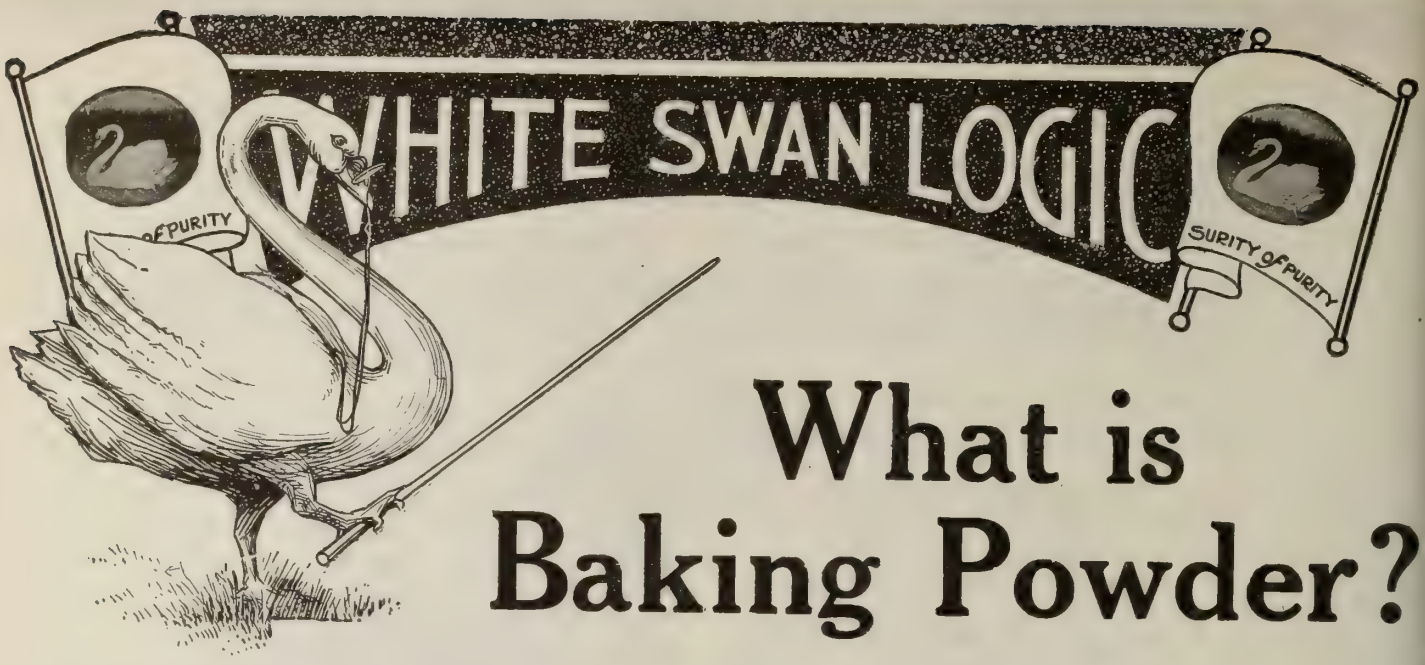
For overseas use, we supply Instant Barrington Hall in air-tight tins containing 2½ ounces net weight.

HAMBLIN-BRERETON COMPANY, Limited

KITCHENER, ONT. WINNIPEG, MAN.

Resident Representatives at Calgary, Alta., and Vancouver, B.C.

Barrington Hall
Soluble (instant) Coffee



What is Baking Powder?

THERE are several methods of making Baking Powder, but the underlying principle in all is to mix an acid with an alkali in such proportions that one completely neutralizes the other. These two substances cannot be properly preserved unless a filler is provided. Cornstarch is one of the best fillers, and there can be no question about it being healthful.

Baking Powder is not a part of the food you eat like Flour, but is used primarily as a preparer of food. When used for baking a chemical reaction takes place, giving off a leavening gas. It is this gas that causes the Biscuit to rise. The residue left in the food you eat is not the original Baking Powder, but an entirely new substance. Good Baking Powder, therefore, contains a high percentage of gas, and the residue left after the chemical reaction takes place should be a healthful substance.

There are several different kinds of Baking Powder, and the results, as far as Baking is concerned, are very much the same in each case, excepting that the residue from some ingredients is harmful and from others beneficial.

Bi-carbonate of Soda is the Alkali commonly used.

Alum is probably the most widely used acid, as it costs less per pound, and one pound will neutralize a pound of soda. It is hardly likely that Alum would be considered beneficial by anybody, and it is quite true that if properly neutralized no trace of the Alum can be found in food prepared with Alum Baking Powder. But when Alum and Soda are mixed with water it changes chemically, and the residue is **SULPHATE OF SODA.** Sulphate of Soda is injurious to health, producing indigestion and other internal irritations, as it has a hardening effect upon all tissues with which it comes in contact. That is why so many people cannot eat hot Biscuits without ill effects, but as far as the appearance of the biscuit itself is concerned it may be considered by some to be "just as good."

Cream Tartar is the most expensive Baking Powder made, as not only is Cream Tartar itself very expensive, but it takes more than two pounds of Cream Tartar to neutralize one pound of Soda. When Cream Tartar and Soda are mixed with water the residue after the chemical reaction takes place, is **ROCHELLE SALTS.** This residue amounts to 70% by weight of the Baking Powder used. Rochelle Salts is the active principle of a Seidlitz Powder, and may have its uses as medicine, but it has been claimed that it is not healthful to take into the system medicine in this way with your food.

Phosphate Baking Powder is recognized as being much superior to any other kind that has yet been discovered, as it contains a high percentage of leavening gas, and its ingredients are perfectly healthful.

Phosphate, as everyone knows, is a fibrous-bone-building substance, and the residue of a phosphate Baking Powder after the chemical change takes place is **Phosphate of Soda.** This means that not only does a Phosphate Baking Powder produce the same satisfactory results in baking as other kinds, but what is more important, on account of the residue being beneficial instead of harmful, it is by far the best Baking Powder for kitchen use.

Phosphate itself, while more expensive than Alum, does not cost so much as Cream Tartar, and that is why a phosphate Baking Powder can be turned out cheaper.

WHITE SWAN is a pure Phosphate Baking Powder and contains the following ingredients only in their purest form, and they are plainly printed on the label: **Phosphate, Bi-carbonate of Soda and Starch.**

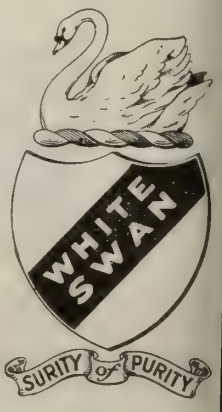
WHITE SWAN has been before the Canadian Housewife for **twenty-two years,** and has always given satisfaction. It positively contains no Alum and no Cream Tartar. It can, therefore, be highly recommended, as in cakes and pastry in which it is used it leaves an absolutely healthful, tissue-building residue.



Order from your jobber or direct.

White Swan Spices & Cereals, Ltd.

PEARL STREET TORONTO, ONT.



If any advertisement interests you, tear it out now and place with letters to be answered.



Suggestions for Overseas Boxes

A LARGE number of CANADIAN GROCER readers made splendid use of the Trench Goods Section which appeared in the Annual Fall and Winter Number of October 26 last. Some of them in writing referred particularly to the practical value of this section. Others have expressed personally the benefit it has been to them in selecting goods for customers for overseas parcels.

On making investigations among the retail trade, it was found that the majority of people who send boxes overseas call upon the dealer to assist them in deciding upon the goods that should be sent. This necessitates a great deal of time unless the retailer has a system and special plans to take care of it. Some merchants have special departments with a separate table or counter to look after this business. On it they have samples of the majority of lines they recommend for overseas parcels.

For the above reasons it was decided to again reserve a separate Trench Goods Section in this issue. The announcements that follow should be studied carefully. The goods referred to can be included with profit in displays for overseas parcels. The entire section, it is felt, will help the dealer plan in advance for this trade which at the present time is a most profitable one.



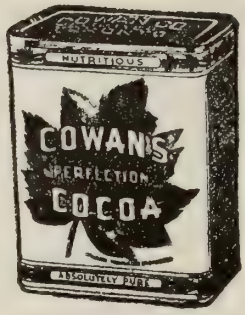
TRENCH GOODS SUGGESTIONS

REMEMBER

COWAN'S COCOA—

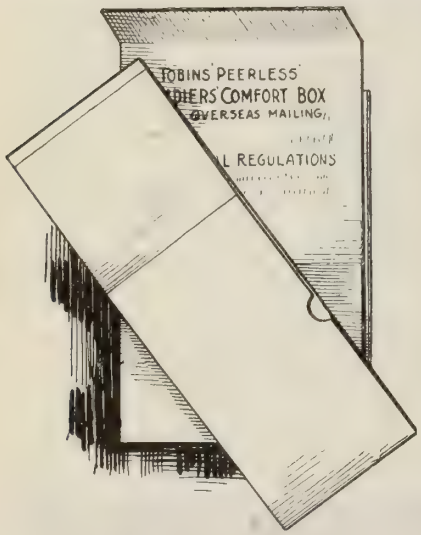
"Perfection Brand" Purest and Best

SELL IT!



PUSH IT!

B-24



HIGH-GRADE SPECIALS IN OVERSEAS TRADE

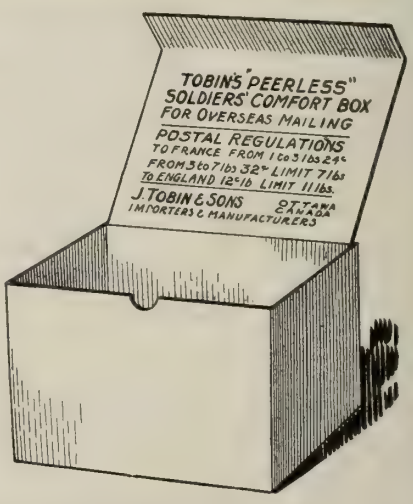
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND —the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.

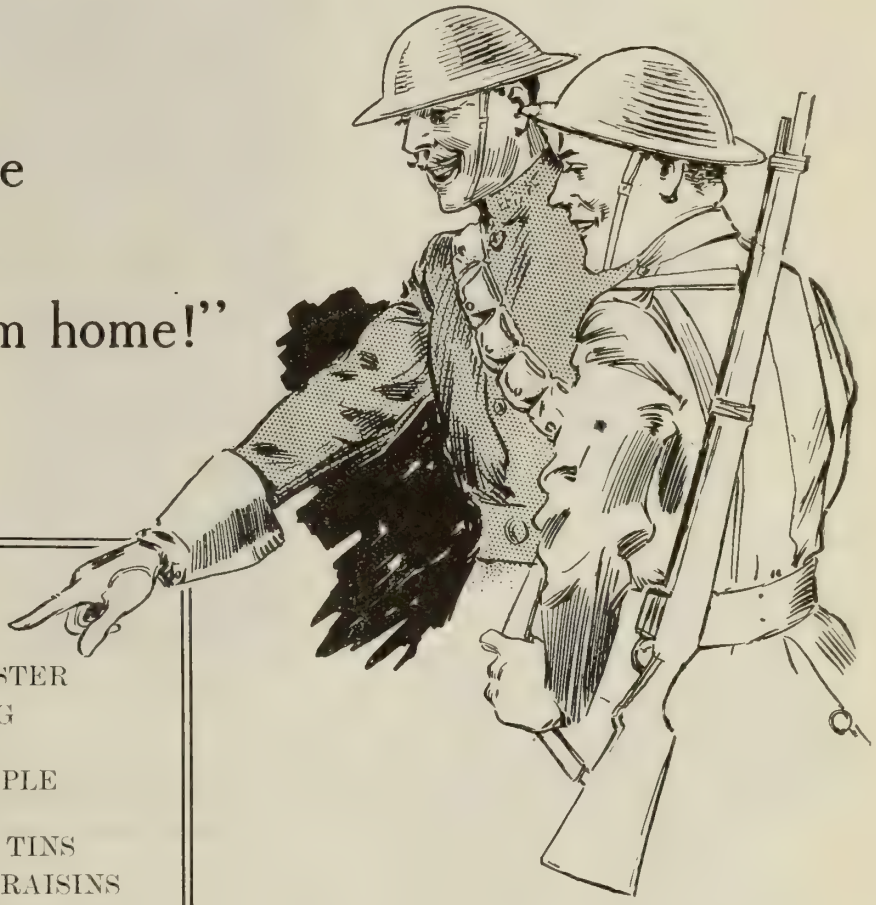




If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

"Say, Bill, aint that the kind of stuff we like to get in the box from home!"



PATRICO BRAND CANNED LOBSTER
CREAMED CHICKEN A LA KING
Large and Small Sizes
PONO SLICED CANNED PINEAPPLE
No. 1 Can
PRESERVED STEM GINGER IN TINS
BOSTON BROWN BREAD WITH RAISINS
OLIVE BUTTER, 4 and 8 oz. Jars.
Delicious on Sandwiches
CROSSED FISH SARDINES
WAVE KIST TUNA FISH

H. P. SAUCE

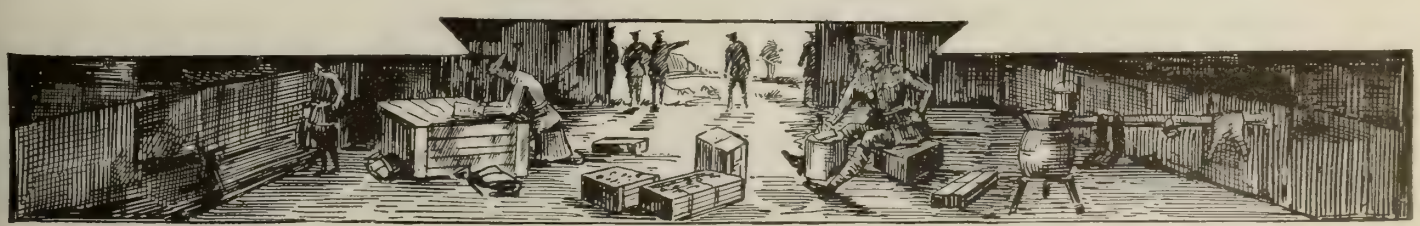
Makes Bully Beef a Luxury

Sensible suggestions like the attached will be a big help to your customers making up parcels for the boys in the trenches. Letters received from our own boys "over there" assure us how very much they appreciate these goods.

Write to-day for prices on these lines and see what profit certainties they offer you.

W. G. PATRICK & CO., LTD., Distributors

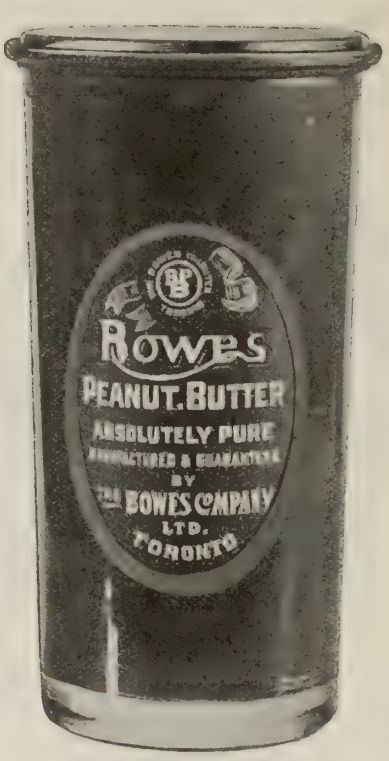
TORONTO MONTREAL WINNIPEG NEW YORK



If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

Bowes TRADE MARK PEANUT BUTTER



Bowes TRADE MARK PEANUT BUTTER

Put up in Jars, Tins and Pails

Price List Sent on Request

A Treat for the Tommies in the Trenches

Bowes Peanut Butter is not only deliciously appetizing, but it also has great energizing and stimulating qualities.

This is the kind of a treat that appeals to the soldier. It's a real food because it nourishes him and helps him keep in good physical trim; it's a tid-bit because it has a palate appeal which no other item on his daily bill of fare can have.

And it doesn't require cooking. It spreads just like creamery butter.

The Soldier's Box is Not Complete Without It.

The Bowes Company, Limited

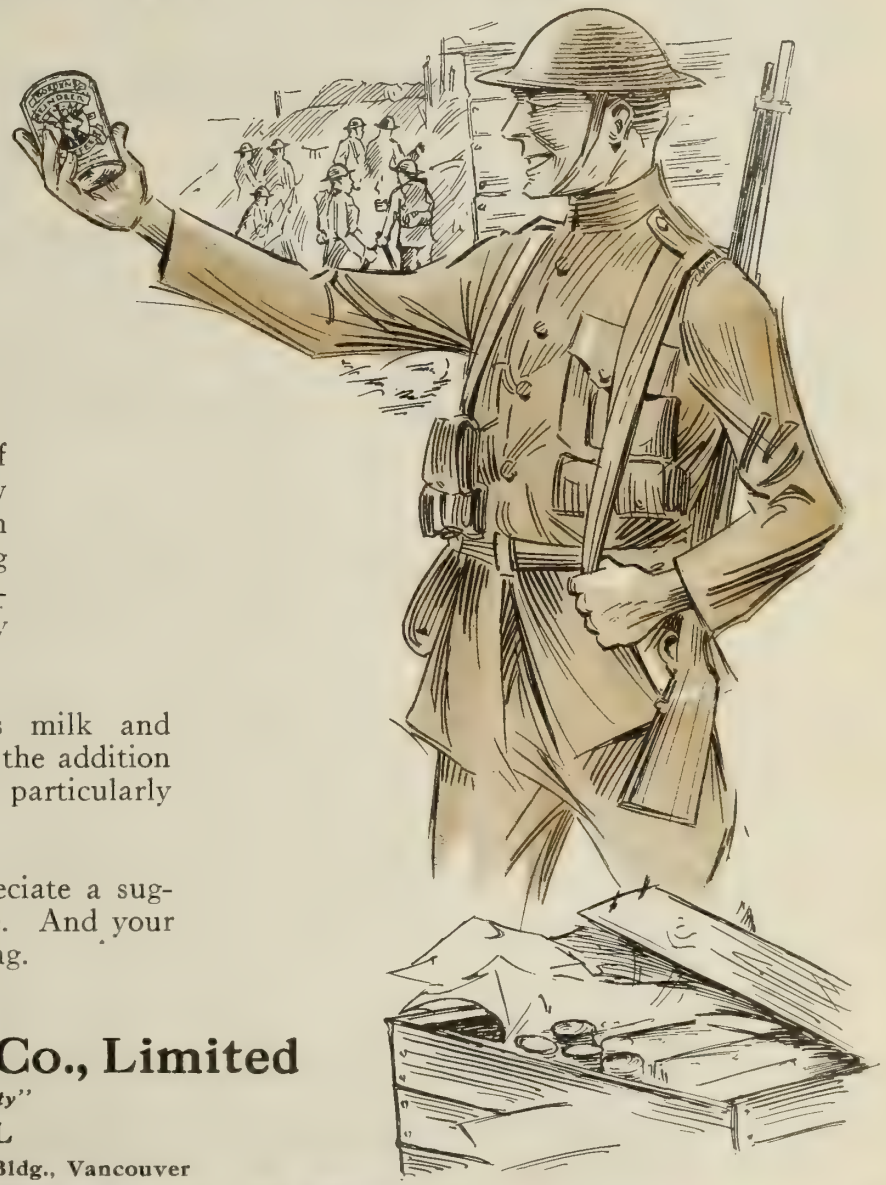
Winnipeg, Man. TORONTO St. John, N.B.



If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

BORDEN'S
Reindeer Condensed Coffee
is always welcome "Over There"



Wholesome, appetizing — with milk and sugar, too—and instantly preparable, Reindeer Condensed Coffee makes an ideal gift for the "boy" overseas.

Remind your customers of this fact. Tell them how the soldiers appreciate such a delicious and nourishing beverage. Have them include a few cans in every overseas parcel.

Reindeer Coffee contains milk and sugar and merely requires the addition of boiling water to make a particularly palatable beverage.

Your customers will appreciate a suggestion *re* Reindeer Coffee. And your profit is one worth securing.

The Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

CHAMBERLAIN'S

Splendidly Reliable

FAMILY REMEDIES

Will increase your clientele of satisfied customers



We show here one of these dependable medicines and one particularly suitable for enclosing in parcels to the boys "Over There." Chamberlain's Tablets make a sensible enclosure and one certain to be appreciated by the man in the trenches.

When you recommend any of the Chamberlain's lines you are backing a certainty—their reputation for results is a guarantee to you of pleased customers and profitable extra business.

Suggest Chamberlain Remedies then for your customers and their kin overseas. You'll find Chamberlain's lines easy selling, occupying but little space.

We'll send you our price list on application.

Chamberlain Medicine Company, Limited

TORONTO, CANADA



If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

"DON'T FORGET"

THE BOYS AT THE FRONT

Specify

HYGIENIC HOLTITE-TESSTED

OVERSEAS PACKAGE



Made in two Sizes, 16 and 20 ounce Containers

This package is chemically treated specially for shipping perishable goods to the boys in the trenches, including Jams, Jellies and Marmalade, providing they are not put in hot.

The boys who have received foodstuffs in hygienic containers now specify these containers as they arrive in excellent condition.

You will note from illustration that the cover fits over the neck of the body, making the package air-tight, moisture-proof, sanitary, tasteless and odorless.

We also manufacture a full line of liquid and moisture-proof packages for such products as Ice Cream, Pickles, Oysters, etc., similar to package illustrated.

Made in sizes half pint, pints and quarts, also half pound and one pound packages for Peanut Butter.

Order your supply to-day.

As our daily output is being contracted for we strongly advise you to write for prices, samples, etc.

HYGIENIC CONTAINERS, LIMITED

MANUFACTURERS

14 SHEPPARD ST. **TORONTO**



If any advertisement interests you, tear it out now and place with letters to be answered.

TRENCH GOODS SUGGESTIONS

LICORICE

Owing to the critical situation in the Licorice industry occasioned by the scanty importations of Licorice Root and the unparalleled advances in the cost of same, due to war conditions, we have found it necessary to conserve our stocks and confine the sale of our Y & S brand of STICK LICORICE to the new 10c carton package *only*. These will contain 30 individual cartons to box; 20 and 32 boxes to case. Deliveries beginning about the middle of December.

National Licorice Company
MONTREAL, CAN.

PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

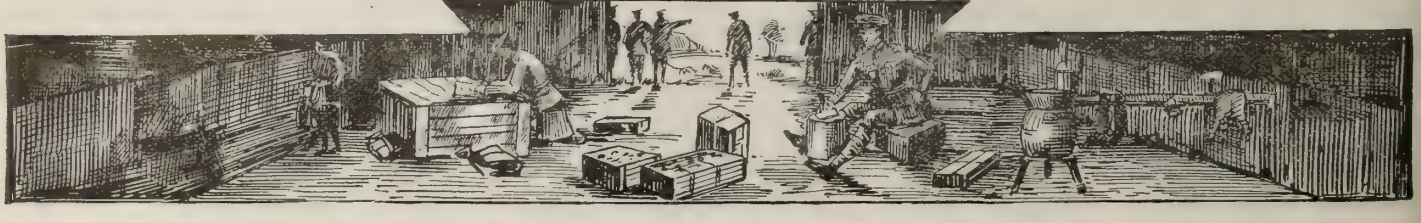
Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

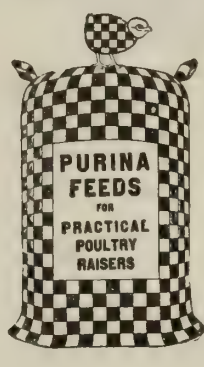
Write

Edmund Littler
169 William Street, Montreal, Quebec
for particulars and advertising matter.

IT will pay the retailer to pass this issue around among the sales' staff. There are many suggestions that will assist them in helping you to develop business in summer months. The suggestions in this Trench Goods section are worth careful perusal.



PURINA
PRODUCTS





Are most scientifically manufactured in our own plant at Toronto. Keep your money in Canada by selling Canadian products. We are Canadians.

Are you cashing in on the Checkerboard Calf Club? If not, don't delay it a moment longer. Get connected up with the C.C.C. and you'll make big money by selling "PURINA" Calf Chow, for which there is a constantly increasing demand. Our aggressive consumer advertising and attractive store helps will boost your sales. The competition is arousing keen interest. Our slogan, "*Every Calf Raised Helps Win The War,*" is appealing to a patriotic public.

Write us to-day for full particulars and be able to tell your customers about the Checkerboard Calf Club. You'll be doing patriotic work as well as increasing your business.

CANADIAN FOOD CONTROL

QUALITY CANUCK CEREALS

Ralston Wheat Food License 2-038
Cereal Mill License 4-198

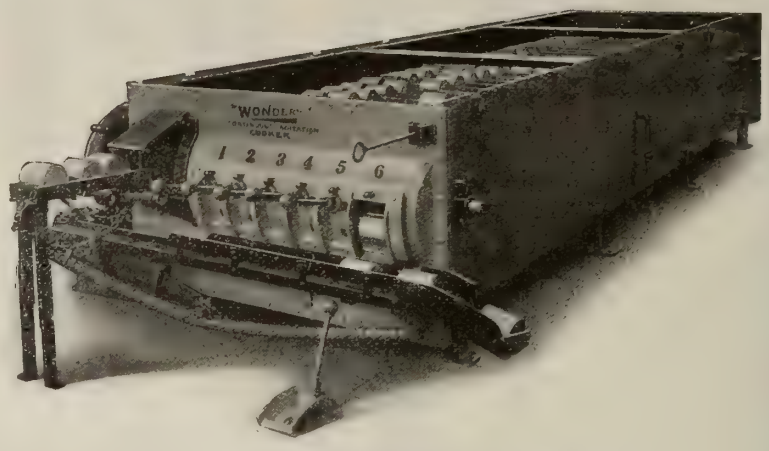
The Chisholm Milling Company, Limited

TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Wonder Continuous Cooker

If you want uniformity in cook.
If you want to save fuel.
If you want to save labor.
If you want to eradicate swells.
If you want a better class article.
Use a WONDER COOKER.



With the use of the WONDER COOKER you can process Tomatoes **better** in **eight and a half minutes** than you can in **forty-five minutes** with the open retort.

Manufactured by

THE BROWN, BOGGS COMPANY, LIMITED
HAMILTON, CANADA

Headquarters for Canning and Evaporating Machinery.

Gelatines

Edible gelatine for Jelly Powders, Confectioners, Meat Packing & Ice Cream.

Stocks on hand and to arrive.

Samples and Quotations on Application

We would be pleased to have your inquiry

The Cannon Canadian Co., Limited

121 DeGrassi Street . - - - . TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

"SEE THAT CAP!"



"It helps to sell the goods. I find that a good appearance is a big factor in keeping a line of goods in glass moving quickly and easily.

"That's where the *ANCHOR CAP* excels. Products packed under these air and liquid-tight seals present a clean-cut, neat and attractive appearance that appeals strong to every good housewife.

"*ANCHOR CAPS* have increased my sales of food products in glass packages and reduced my yearly loss on returned goods to zero.

"They will do the same for you. Just try them out on your next order."



Neat displays are easy when Anchor Caps are used

Anchor Cap & Closure Corporation

of Canada, Limited

50 Dovercourt Rd., Toronto

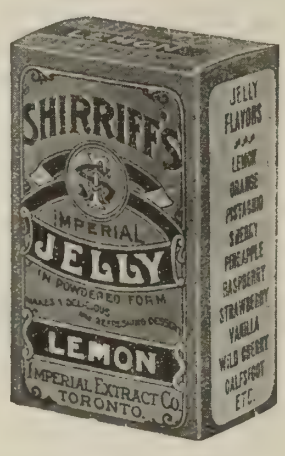
If any advertisement interests you, tear it out now and place with letters to be answered.

Three Sincere Quality Products

THE same sincerity of quality that makes Shirriff's true vanilla fifty per cent. stronger than Government requirements characterizes Shirriff's Marmalade and Jelly Powders. The experience of our dealers is our warrant in recommending Shirriff's as business-getters for you.







Shirriff's True Vanilla

is a pure essence of the Mexican vanilla bean, made under our secret process which requires a whole year to complete. It is uniform in quality and a favorite for many years.

Shirriff's Scotch Marmalade

A heavy consistency pure marmalade that doesn't "thin out" when being used. It is made from Seville Oranges and Pure Cane Sugar. Packed in hermetically sealed packages.

Shirriff's Jelly Powder

Fruit flavors of lemon, orange, pineapple, strawberry, raspberry, etc. They lend themselves to a wide variety of desserts very popular nowadays.

Push These Popular Products for Pleasing Profits

Shirriff's

Imperial Extract Company, Toronto

Representatives for Western Canada, Quebec and Maritime Provinces,
H. F. Ritchie & Co., Ltd., Toronto.

SAVES TIME FOR THE BUSY GROCER

IN these days of scarce help and high wages it is sound business to stock, as far as possible, products that are well-known and require the least amount of time and salesmanship to sell.

Red Rose Tea has been so largely advertised for so many years that it needs no introduction to the public.

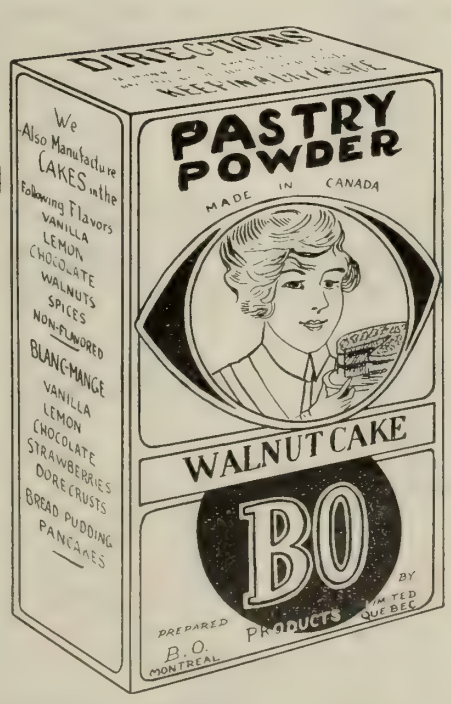
It is put up in sealed packages, with the net weight plainly marked on them. Even the most inexperienced clerk sells Red Rose Tea easily and quickly.

No time lost in weighing, no explanations about the quality—the selling of Red Rose Tea is almost automatic. It is a valuable war-time ally of the hard-worked grocer.

T. H. ESTABROOKS CO., LIMITED

St. John Toronto Winnipeg Calgary

RED ROSE TEA "is good tea"



DIRECTIONS.

Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

The economy campaign will boost the demand for

B. O. Pastry Powder

It offers the housewife an excellent means for saving Flour, Eggs and Sugar in her cake-making. For B.O. Pastry Powder, when mixed with a small quantity of milk and butter, will make tasty, dainty cakes — good enough to satisfy any good housewife.

No other ingredients are required.

B.O. Pastry Powders come in these flavors: Vanilla, Lemon, Chocolate, Walnut, Spices and Non-flavored as well.

When you are ordering a supply ask about the following "ready" products—Pancakes, Bread Pudding, Dore Crust, Blanc Mange (four flavors).

They are all good easy sellers and money-makers.

B. O. PRODUCTS, LIMITED

QUEBEC

Macdonald-Chapman Limited

WHOLESALE GROCERS

FOR the first three months of this year, our business shows an increase of nearly 36% over the same period of last year, despite the fact that volume is handicapped owing to many lines being hard to procure in quantities equal to requirements.

WHY THIS INCREASE?

Because every day, more and more keen buyers are realizing that our system of doing business is the right one.

We work on the principle of small profits, quick turnover, with quick returns. One price only, and that the lowest goods can be sold for. We eliminate travellers, and do business through our price-lists, and on this one item alone, can show you a saving of at least 3%.

We have to-day twelve houses, covering the territory from the Great Lakes to the Pacific Coast. Inside the next six months, we will have two more, making fourteen in all, so no matter where you are located, we are in a position to serve your interests to the best advantage. No need for you to carry large stocks. Order as you require from our nearest house, and move your stock quickly.

WE MAKE NO CHARGE FOR CARTAGE, all goods being delivered free F.O.B. cars, Winnipeg. WE MAKE NO CHARGE FOR PACKING BOXES OR BAGS. Figure up what this saving means to you on a year's business.

We specialize in quick service. You can depend on Quality Goods and your business will always be appreciated by,—

Yours very truly,

Read our Price-Lists and Circulars carefully, and compare our prices with those asked by others. You will find every page full of money-savers for you.

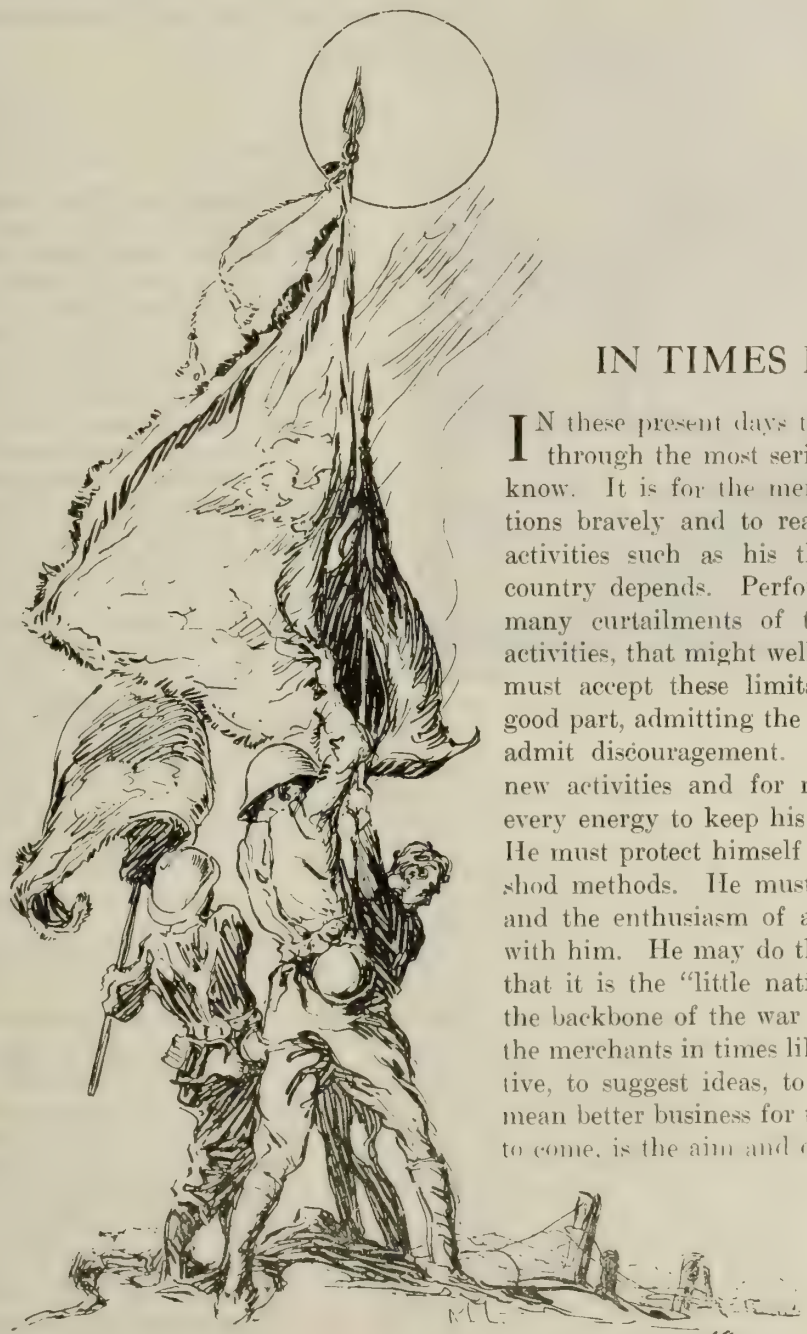
Macdonald-Chapman Limited
Winnipeg, Man.

CONNECTIONS

MACDONALD-CRAWFORD LTD., Moose Jaw, Saskatoon, Swift Current, North Battleford, Battleford, Prince Albert, Saskatchewan.
MACDONALD-COOPER LTD., Edmonton, Calgary, Alberta.
A. MACDONALD & CO., Vancouver, Nelson and Fernie, B.C., Fort William, Ont.

CANADIAN GROCER

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IN TIMES LIKE THESE

IN these present days the retail business is passing through the most serious period that it may ever know. It is for the merchant to meet these conditions bravely and to realize that on the success of activities such as his the business success of the country depends. Perforce the merchant must face many curtailments of trade, many limitations of activities, that might well cause discouragement. He must accept these limitations and curtailments in good part, admitting the necessity. But he must not admit discouragement. He must look abroad for new activities and for new ideas. He must exert every energy to keep his business in profitable lines. He must protect himself against the dangers of slipshod methods. He must call into play the interest and the enthusiasm of all those who are associated with him. He may do this with pride remembering that it is the "little nation of shopkeepers" that is the backbone of the war for righteousness. To help the merchants in times like these, to supply an incentive, to suggest ideas, to record examples that may mean better business for the merchant in the months to come, is the aim and object of this issue.

Transforming Summer Trading System

Introducing a Cash System to Summer Trade—The Pampered Summer Guest Takes Kindly to Innovation—Profits Lost Through Dissatisfied Customers Smaller Than Write-offs From Bad Debts—Establishing a Drawing Account With the Store.



Orderly arrangement and sanitary fixtures are an added selling force for the store.

SUMMER vacationist trade is proverbially exacting, and it is the prevailing impression among the trade that to make a success of this business, and to assure a maintenance of this patronage, that the store must give this trade much accommodation that they would not think of giving to their regular customers.

Findlay and Nicholas, Port Stanley, Ont., used to be just about as strong for that viewpoint as anybody could be. They gave unlimited credit, they delivered goods at all times of the day and almost of the night, they cashed cheques, they posted letters, they did little odd jobs, and they found in the end that it hadn't been a particularly satisfactory method of business. It didn't show results that were proportionate to the altogether exorbitant demands made upon them.

Having worked their business to suit their customers they finally decided to work their business to suit themselves and to see how that would result.

Inaugurating a Cash System in a Summer Trade

First of all they inaugurated a cash system. Now it is not such a very simple matter to inaugurate a cash system even when you know your customers well and are well known to them, and when they are not of a particularly exacting disposition. It worked very satisfactorily with the town trade, but that was a simple matter beside adapting such a system to a list of summer vacationists. But the partners were quite confident that for them the system was the best, and they had confidence enough to carry it through for their whole trade. "To do otherwise, said Mr. Nicholas "would have been to show favors to these casual customers that we would not show to our regular trade, and that would have certainly told against us in the end." Despite the rather unusual nature of the innovation as applied to the summer trade, the scheme proved an unqualified success. Some customers were lost. There are always some customers who will not pay cash, and they are often very good customers. But the partners stuck by their guns and would not vary their policy of requiring the same conditions of everyone. They figured up this lost business and the profit that would have accrued from it and compared it with the amount written off at the close of the previous year for bad debts. This comparison showed that the item of bad debts amounted to more than the item of lost profit, so that, despite the fact that the lost customers were both profitable and reliable, there seemed to be no doubt that the system had justified itself.

Getting Over Some Difficulties

There was one difficulty that presented itself. The summer homes lay in many instances at quite a distance from the store, and it had grown to be a custom in many instances to send the children for little things and there was always the chance that the children would lose the money on the way. That involved considerable inconvenience and threatened to be a serious obstacle until a simple and satisfactory scheme was evolved to get over the difficulty. The customer simply deposited a cheque for ten, fifteen or twenty-five dollars or some such amount. This was deposited in the store safe, as cash against which goods might be purchased. The youngster coming to the store for his parcel would carry with him on his return a bill for the amount of the goods purchased. When the total of these bills reached the total of the amount of the cheque deposited then the cheque was turned in to the bank. In other words the store gets security for the goods that are delivered, and the customer is not put to any unnecessary inconvenience.

The Delivery Problem Met

But there was still another rather surprising innovation. The delivery prob-

THE VALUE OF BRIGHT SURROUNDINGS

It is hard to overestimate the importance of pleasing surroundings and the influence that they have on sales. In the accompanying photos there is forcibly displayed the effectiveness of the use of white enamel. With the exception of the modern bin counter that appears in one of the photos, the fixtures are all a spotless white, the best possible color for summer, while mirrors set at intervals along the wall add a still further touch of brightness to the store. Another item that might well be considered is the orderliness of the goods displayed. That is something that every grocer can achieve and it is a big selling item.

Eliminating the Summer Delivery Evil

Delivery the Sorrow of Sorrows of Summer Trade—Used Five Men to Solicit Orders, and Delivered Most Hours in the Twenty-Four—Under Co-operative System Abuses Eliminated and Costs Cut in Half—Some Features of the Store's Trade.



White enamel plentifully used lends an impression of cleanliness that is one of the greatest drawing cards of the store.

lem was a large one and one that entailed a considerable expenditure. The actual town delivery was not a large matter, but when it came to the summer visitors it was a real problem. The summer cottages are ranged on the heights on both sides of the town a long pull up hill and then about three-quarters of a mile of territory on each side. During the summer time the store serves some three hundred customers spread over this district and the major portion of these were summer visitors who expected a good deal of pampering. The old system was to give it to them, so they were called upon for their orders which were later delivered. This little activity in itself entailed a substantial service. It meant the services of five men to call upon those visiting families. That sort of business meant a large staff and a heavier outlay than was in any way justified. Moreover, of recent date with the scarcity of labor prevailing it would have been quite impossible to obtain the necessary help to continue this method.

Co-operative Policy Cuts Costs in Half

As a result of these conditions the stores of Port Stanley got together and decided to adopt a co-operative delivery system; arrangements were made with an independent party and the delivery went into force. It was a material curtailment of the services that had been given. There was none of the soliciting of business that had been the custom in the past. The customer had to come to the store rather than the store to the customer. When requested to do so the delivery man would carry written orders to any designated stores, but there was no soliciting of custom. The change meant a substantial element of saving. Delivery alone cost $1,400 a year under the old method, under the new its cost is $700, with no real sacrifice in service.

It did not take very long for the customers to reconcile themselves to the change. They took it without any complaints, and apparently considered it quite satisfactory. Some London, Ont., stores continued to serve their customers at this resort, sending goods to Port Stanley by the electric line and having a delivery rig distribute them from the electric railway station. With that exception the co-operative delivery was the only delivery system in the town. And it has proved satisfactory under the unusual conditions described.

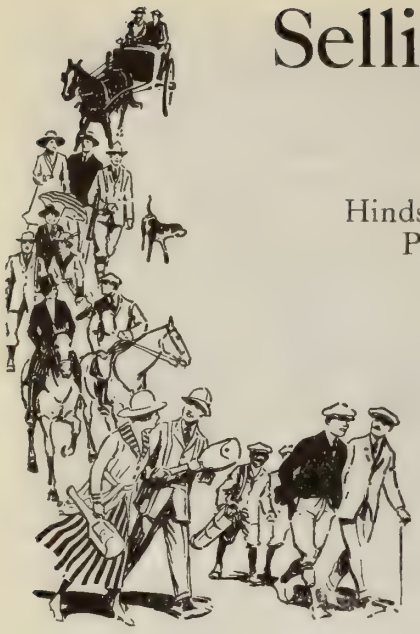
It may seem strange that a store could so curtail the services rendered and yet not lose the goodwill of the customer. It must be remembered, however, that the greatest service that any store can render is the provision of satisfactory goods, handled in a sanitary way, in clean and attractive surroundings. In this item of service the store certainly did not curtail, indeed as the accompanying photographs will show, it rather added to this service, making it as nearly perfect as can be. That was perhaps the chief item in holding their trade against the competition of the larger London stores, but it proved a successful argument, and the store under the new system has found that this service, the service of giving the goods that the customer wants, is after all the important element in building a solid business.

FEATURING COOKED MEAT AND CANDIES

In the summer season the store makes a feature of its cooked meat trade. That this trade may be kept constantly before the customers a glass-faced refrigerator is one of the central arrangements of the store as is shown in the upper photo. It is kept scrupulously clean and attractively arranged, and the handsome meat cutting machine is another element in building this trade. A candy case is also an important element, as it should be with all stores catering to a summer trade. Note also the effective way of handling fruit in individual baskets.

CEYLON'S FOREIGN TRADE

The United Kingdom leads in the foreign trade with Ceylon, sharing nearly 35 per cent. of the total value of imports and exports in 1916. The United States ranked second for the first time, having shared 18 per cent. of Ceylon's foreign trade. In 1915 the share of the United States was 13 per cent. and in 1914 only 8.5 per cent. British India ranked third in 1916, and France rose from seventeenth place in 1915 to sixth in 1916, the rise being due to increased purchases of Ceylon produce, chiefly tea, rubber, copra, cardamoms, and cinnamon.



Selling Nearly Two Tons of Candy a Year

Hinds Brothers, Barrie, Ont., Have Not Been Content to Leave the Profitable Confectionery Line to the Drug Store—A Separate Department For This Trade—How the Business Pays

THE confectionery parlor has come to be looked upon as the natural adjunct of the drug store, though why this business should associate itself more with that branch of trade than any other is hard to realize. Looking at it with a cold unbiased eye it would not seem to be a particularly suitable combination; yet so it is, and to the present very few grocers have cast their eyes over this profitable field with anything like envy. Yet it combines at least as well with a grocery as with a drug store.

Moreover, there are some merchants who have attempted the combination with a degree of success that has positively surprised them. To take a specific instance, Hinds Brothers, of Barrie, Ont., have made of this a department that adds a very comfortable little addition to the total of their summer's trade.

Mr. Hinds does not take any great credit for evolving the big idea. The plan grew out of two things—a bright little store that adjoins their grocery store and the desire to help an old friend to a job. The old friend needed something to do, and the store needed an occupant at the moment, and this combination of circumstances led to the idea of starting a confectionery parlor. It looked about the easiest thing there was to start, and, as there was nothing of the kind in the vicinity, Mr. Hinds figured that the venture would at least pay him a rental for the store in return for any little trouble that it might entail. So that was the way it started; in a modest way, it is to be added, without any great expectation that it would show much in the way of a profit. The old friend was placed in charge.

A Brighter Idea Than Expected

The idea, like a lot of other ideas, however, turned out to be brighter than was expected, and from the very first week the store's share of the profits showed a good rental value for the store, with a nice attractive little margin as well. It went on that way for a season, and then the man who had been in charge left for other fields of usefulness. Even with one of the reasons for its inauguration being no longer existent, it looked rather too good a thing to drop, so Mr. Hinds decided to keep the place running. It took more of his personal attention, of course, under these conditions, and as he had to give this attention anyway, he began to think out ways of making it more than ever worth while.

Reaching for More

It had been started solely as an ice cream parlor, and under careful fostering, and aided by the fact that the store lay at one end of the business street of Barrie, and had, therefore, a full half of the town to draw from, this trade flourished amazingly. But it looked like throwing good opportunities away to let it go at that. The people who buy ice cream are likely to buy candy, and so he added a candy department at the front of the store, with two attractive silent salesmen to display his wares. He stocked a pretty complete line of candies from those selling at 60 and 75 cents a pound, all down the line to the gaily-colored globule on the end of a stick, with which the younger fry delight to disfigure their faces. There are some people who aver that candy cannot be advantageously sold in connection with the grocery store. Mr. Hinds is not numbered among these. He has one line of taffy that he sells at the average rate of 100 pounds a month, and, taking it altogether, he disposes of an average of 300 pounds monthly from this store, and it is to be remembered that there is little, if any, chance of loss, and a sure and certain profit in the neighborhood of 40 per cent., and that is more than can be said of the bulk of the goods that are sold across the counter of the grocery store. Then there are little incidentals like chewing gum; a case a month is not bad selling for that, and somehow the combination of these goods in one department seems to help their sale. Then, too, buying in considerable quantities, he can get a favorable price on these goods, and as a result he is able to do a satisfactory little jobbing trade in these to help swell the total.



Looking about for other possibilities, he added a tobacco cabinet, with a nice selection of cigars, cigarettes and tobaccos to tempt the youths who escort the ladies of their hearts thither. This also has shown a profit for itself. He has also added a line of stationery, and as, as has been said, the store stands toward one end of the town, it often saves a considerable walk into town to be able to pick up these goods in this locality. Mr. Hinds is not sure what is coming next, but when something promising offers a place will unquestionably be found for it.

No Great Increase in Maintenance Charges

At this juncture someone will probably be saying that it must entail a considerably increased staff to handle this business. That, however, is not the case. The bulk of this business is done in the afternoon, and especially in the evening. In the evening the store is closed, and Mr. Hinds has found his clerks glad of adding a couple of dollars a week to their salary by taking evenings about in looking after this department.

This store is next door and under the same roof as the grocery store, and in the slack morning time he has not found it necessary to keep anyone in charge. An electric bell announces the arrival of a customer in the store, and it takes only a moment for someone to reach the store and attend to their wants; that means only a slight encroachment on the time of the clerks in the grocery department's busiest hours. In the afternoon a young lady clerk devotes the most of her time to this department. In the evening, as has been said, it is turn about, so no one is particularly inconvenienced; and on Saturday nights it is easily possible to add to the staff as much as is necessary. The added expense is a very small item; that is far outweighed by the added profit.

But it is not only the profit that is actually derived from this department that makes it of value. The addition has made this section a little centre; that means increased business for the store proper. People who had been accustomed to go farther down town ceased to find any reason for going, and so the temptation to buy elsewhere was more limited, and as a result the grocery department has felt the effect in a materially improved business.

The Store on the Automobile Highway

How the Traffic on This Highway May Become a Factor in the Store's Trade—Catching the Attention of the Passerby—Some Lines That Should Appeal to This Trade—The Selling Power of the Window

EVERY garage and supply and hardware store is making a dead set for the business of the automobile owner, but the grocer to a very considerable degree has seen nothing in the passing automobile but the dust on the store doorstep; yet there is only one buyer of accessories and such like in every car, but the chances are that there are four or five mouths, and the chances are that they are more or less hungry and thirsty mouths, and there is business for the merchant if he will take the trouble to look for it.

Motor trips of greater or less extent are becoming a habit of our daily life, and they open up a large field for wideawake merchants, whose fortunes are cast on the automobile highway.



Arresting the Passing Car

These cars are going to stop somewhere, and that will be at the place that seems to be expecting the stop and is ready to make the stop pleasant.

Many a time there is heard the word, "Don't stop there, there is a nice looking store a few miles further on." Trade lost, Mr. Merchant, found trade at that. Just so much to be added to the very best results that it impossible to get from your regular customers.

The merchant whose store is on one of the travelled highways, and there are many of these all over the country, would do well to make some effort to encourage this trade.

Of course it is not possible to sell the regular good old standard bills of goods to these people, but it is possible to sell them lines where there is a nice comfortable little profit, grape juices and other soft drinks, for instance, olives and fancy biscuits and fruit and candies. There you have some of the most profitable lines in the grocers' stock, and no one can say that they could not be sold to the passing automobilist.

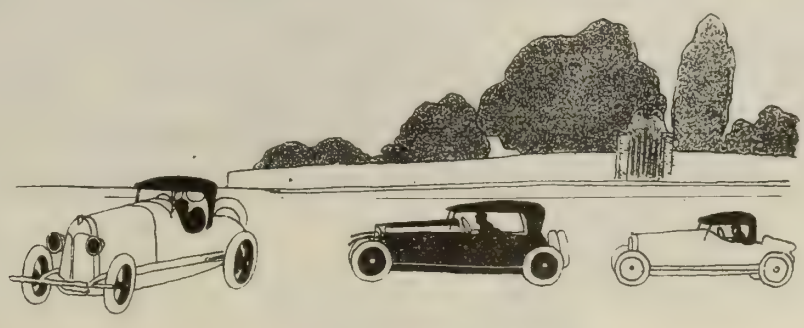
You can't of course get anything without devoting a little attention and care to the getting, and first and foremost you've got to let the passerby know that you have the goods.

How the Gasoline Pump Helps

How can it be done? Well, some merchants have installed a gasoline tank as a method of attracting automobilists' attention and encouraging a stop, some of them are fortunate in being located near one and have all the advantage to be derived therefrom. T. B. Cramp, of Orillia, Ont., has found this simple fact to be one of the most effective means of encouraging business. The car is stopped for gas, and the inmates have a chance to look around and to develop wants, and Mr. Crisp plays his windows for all they are worth in encouraging these wants.

In this case it is not a passing trade that is catered to but a trade that drive in to town with certain needs in their mind and are caught by the pull of these suggestions, and that the pull is a real thing is evidenced by the fact that this store is at the far end of the town from the road by which the automobilists enter. The gasoline pump is the immediate incentive and the window displays are the concentrating force that means business.

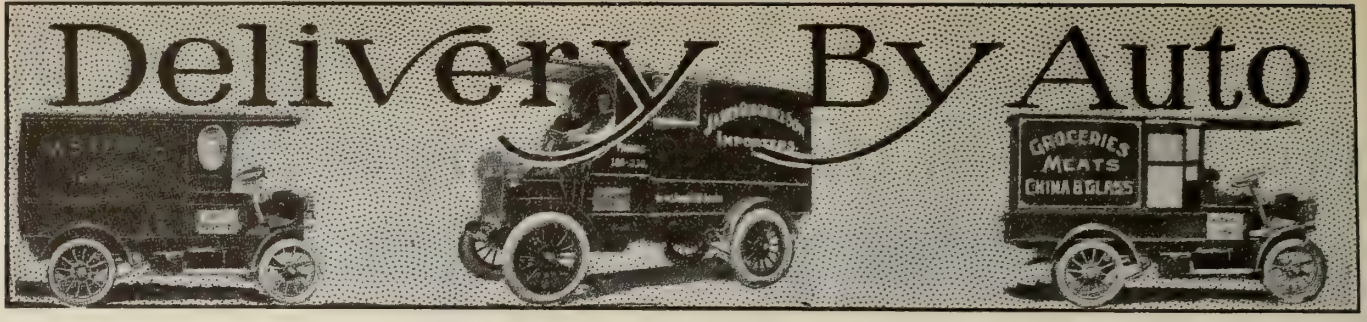
But the merchant who hasn't the benefit of a near association with such an assistant might adopt other methods of catching the attention of the passer-by An attractive sign set at the side of the roadway making a direct appeal to the traveller is one effective way, but more than all, the windows are the trade bringers and they should be kept spotless and always neatly dressed. Fruit is one of the most effective items for summer window display. It sells to everyone, but the other lines referred to should not be neglected, they are all profitable and timely lines, and it is well worth the merchant's while to make the most of these opportunities.



THE OSTRICH COMES INTO ITS OWN

A novelty in the canning line, recently reported, is ostrich eggs, which are being packed experimentally in South America in liquid form and shipped to London. One ostrich egg weighs between 2 and 3 pounds and is equivalent to about 2 dozen hen's eggs. If this experiment opens a market for ostrich eggs in cooking or table use the ostrich farmers of South America, it is said, will be able to maintain their industry, which has been suffering from the handicap of no demand for ostrich feathers during war times. Fresh ostrich eggs have long been a staple product in South America, it is said, and are used by bakers to mix with hens' eggs in the making of cake and pastry.

Delivery By Auto



A Synopsis of the Opinion of Many Users—Why a Car is Not a Good Proposition Under Certain Conditions—Its Cost and Upkeep and Its Remarkable Value Illustrated by the Experience of Various Merchants

THE automobile truck is fast becoming an important factor in business, and very many grocers have either invested in some such equipment, or are contemplating doing so, and are anxious to know whether or not the change would prove advantageous.

There are a number of matters for the merchant to consider in weighing this proposition. Many of these points have been brought to the attention of CANADIAN GROCER in conversation with merchants who have had actual experience in this matter. These points might perhaps be summarized about as follows:

The Question of Roads Important

First of all there is the matter of the merchant's situation to be considered. Are the roads good enough to use a car, without a totally disproportionate charge for upkeep? Are the store's customers widely enough scattered to make it a good investment, and is the store's general situation suitable for using a car. The great advantage to be gained by automobile delivery is a quicker service and a wider field. If the merchant situation is such, that bad roads prevent greater speed than a horse-drawn vehicle, or if his customers are grouped within a narrow radius, then these two greatest advantages do not apply. In such a situation a car may even be a disadvantage. For instance several merchants in discussing the matter have unhesitatingly said that for delivery in a narrow radius of two or three blocks



One of the delivery cars used by the House of Nairn, Windsor, Ont.

around the store, a car is more costly, and slower than a horse. If frequenty stops have to be made, then the engine must either be allowed to run, with a cost for gas, or must be stopped at the cost of time in getting started again, that if many calls are made in a small radius may far more than do away with the element of speed. Still another merchant noted the difficulty of turning a car in some narrow streets. In some streets the driver had to make the complete circuit of the block, where a horse-drawn vehicle could have been turned with comparative ease.

Those are some points against the system. On the other side there are,however many important considerations.

Improved Service Possible.

First, and foremost, there is the matter of an improved service. Unquestionably under certain conditions better service can be given with a car than with a horse. In the long haul the horse is at a disadvantage, and a delivery that might take all day with a horse might be made in two or three hours with a car. This is a matter of considerable interest in the summer time when so many summer sections are opening up, sections that are usually at some distance from the nearest store. In such circumstances the store that can give the best and most expeditious service has gone a long way toward securing the business.

The Question of Expense.

But one of the most important matters that is raised is the question of expense, and this question needs some pondering. A merchant who has used auto delivery for a goodly number of years and has kept a careful record of the cost is authority for the statement that the life of a car under this service is three years. That does not mean that it depreciates 25 per cent. in that time, but according to his figuring it depreciates 100 per cent., and at the end of that time is worth about its weight as scrap iron and no more.

There are many merchants who will probably not agree with this opinion. But remember this, that taking one year with another his records have proved the truth of this contention, and remember also that he is an advocate of this form of delivery, and himself uses three cars in his business.

The Advantage of Moderate Priced Cars

The contention of this merchant is, that the cars used should, for the aver-



The fleet of delivery cars used by "Scotts'" Grocery and Provision Store, Dupont Street, Toronto.



The delivery van used by the management of the Souris, Man., co-operative delivery.

age delivery such as a grocery or general store, that a moderate priced car should be purchased at the lowest price consistent with serviceable qualities. And that one-third of that initial cost should be written off each year.

Now over against that substantial item must be put the fact that this one car in all probability replaces two wagons with two drivers. The wagons can be realized upon, and the proceeds distributed as an asset over the three years. Probably one driver can be disposed with entirely. That was not such a big item a few years ago, but it has become a large factor now, making a saving of at least $18 or $20 a week. Moreover, it has been the experience of many merchants that it is easier to get a man to drive an auto delivery than to drive a horse. And here again it is noted that the driver is the all important factor, for on the driver depends the question to a great extent at least of the cost of upkeep.

Costs a Dollar a Day.

This probably will give some idea of the general problems presented. But to let the merchants speak for themselves will probably be a more convincing argument. A. L. Lawrence, of the Lawrence Grocery Company, St. Catharines, states that his auto delivery costs him an average of one dollar a day to run. Probably with the mounting cost of gasoline that average may be a little low in months to come, but at any rate it is approximately right. Then he finds that he gets a better service out of his driver. With the horse delivery the driver went to the stable at 7 a.m., and it would be 8.30 before he reached the store. There was an hour and a half to the good right at the start. The driver worked about the store till nine, and the whole delivery was disposed of in about one-third the time it took with a horse. As a result the driver was available for the work of the store about two-thirds of the time. This had made it possible to do with the services of one less clerk; an added saving.

David LeBarre, of Oakville, Ont., whose auto delivery is shown herewith, is another believer in the value of this kind of delivery. His delivery rig has an oil tank underneath the car so that there may be no danger of the oil contaminating the other articles.

Cuts the Mid-day Stop by One Hour.

Some few months ago, L. Krivet, of Winnipeg, added a delivery truck to his equipment. "It saves me money," he states, "as it takes the place of two horses. In wet weather the roads in this district are very bad, making it very difficult to use an auto; but we go right through it. We are also able to give quicker service with the auto.

"Moreover, it does not cost us more than to run two horses, considering the present cost of feed. It also saves the salary of one man, because if we were running two rigs instead of this auto it would be necessary to have two drivers. We can also make more mileage per day than two rigs. With a horse we consider it good traveling at six miles per hour. With an auto the speed is only medium at 20 miles an hour, which is three times as fast. It takes a man two hours at noon to feed a horse and himself, and get back to work, but with an auto it takes only one hour."

The Fight Driver the Crux of the Situation.

Chas. T. Shields, 1476 Queen street west, Toronto: Uses auto delivery, and has found it a decided success. He finds that it costs about a dollar a day to run, and even in this time of high prices of gasoline and other necessities there is a great saving over the old method of horse delivery, which required two rigs to do the business that is taken care of by one truck. The main point is to find the right man to handle the car. On that depends the success of the system. The same is true, however, about horse delivery. A poor driver can ruin a horse as readily as he can ruin a car.

The Scott Brothers who operate a combined grocery and provision store on Dupont street, Toronto, have found that prompt delivery has been one of the important items in building their business. They use four motor deliveries and find that they do not entail materially higher costs.

No Added Cost.

James Osborne & Co., of James street, Hamilton, have been using an automobile delivery for some time past, and have found it an unqualified success. One car does all the work that would otherwise require several horses, and so Mr. Osborne was of the opinion that there was little of any excess in cost, while the service was immeasurably superior. In the vicinity of Hamilton there are a number of summer colonies that have to be served by Hamilton stores. The trip to the Hamilton Beach, for instance, would take the better part of a day with a horse, and in the hot weather the horses would not stand the trip. For that reason any store who numbered these colonists among its customers practically had to adopt some system that would give them reasonable service.

Use Both Horse and Motor.

Mr. Hobson, of Peebles, Hobson, Hamilton, was of the opinion that both horse and motor delivery could be used to advantage. For instance in a narrow radius, where frequent delivery stops had to be made, it had been their experience that the horse-drawn vehicle could give the best service. Stopping and starting a car, the greater difficulty in turning in a confined space, made the car a time-loser instead of a time-saver. Because of these facts the firm whose trade lies mostly in the west end in a section with-



The delivery truck used by D. Le Barre, Oakville, Ont.



A trio of vans used by Fielding & Sons, Windsor, Ont.

in reasonable distance of the store, use horse delivery for this section, and find it very satisfactory. In the east of the city the firm have a goodly number of customers who are more widely scattered, and here it has been found profitable to use a motor truck. For the Beach trip it is almost a necessity cutting a trip that used to take a whole day and use up the horses into less than half a day.

Keeping Track of Customers.

There are, of course, Mr. Hobson believes, some other advantages with a truck delivery. You were certainly better able to look after distant customers. With horse-drawn delivery if a customer moved to a distance, about all that could be done was to give them up . Going after that business with a horse delivery did not pay. With a truck there was no necessity to lose this trade.

Despite that, however, Mr. Hobson was very dubious as to the wisdom of the use of motor trucks by small stores. He was convinced that their cost if you took into account the initial purchase price would be substantially higher than the old system, and he very much questioned the advisability of the smaller stores incurring this expense unless they had customers at a great distance to serve.

Costs Fifty Dollars Per Car Per Month.

A. G. Bain & Company, employ three motor trucks in their delivery and find them very effective. To the question as to whether the motor delivery represented an extra cost, Mr. Bain gave no very decided reply. "It costs $50 per car per month to run," he states. "But on the other hand three cars do the work of five horse-drawn rigs. I have kept my horses as an added protection, but that of course is not actually necessary, and of course save the services of two drivers, which is quite an item in these days." The main point, Mr. Bain believed in his case, was the better delivery service that he was able to give. On that point there could be no question, and if they did cost a trifle more, he believes that the extra cost was entirely justified by the improved service that he was able to give his customers.

Saves $31 a Week in Expense.

W. J. Cherney, of Windsor, Ont., is another firm believer in the efficacy of the auto delivery. He claims that the fact that one car will do the work of three rigs saves an item of $31 per week in operating expenses.

Fielding & Sons, Windsor, Ont., use three cars in their delivery, and find that they cost no more than horse delivery, while they mean a decided improvement in service. With the horse-drawn vehicles, they used to be delivering till two or three o'clock Sunday morning following the Saturday's business. With the cars they are all back at the garage at 11 o'clock. The same deliveries have been made, the service has been better handled, and the drivers have not been worked to death.



The new delivery car of Fawthrope Bros., Cornwall, Ont.

The T. Critelli Company, Thorold, Ont., have invested in a large truck. Theirs is a general store business, and the furniture department is an important element. It is a peculiar thing about furniture, that the purchaser is always eager to see it in the house at once, so that the store giving the promptest service has a decided advantage. Therefore, this truck is used more particularly for this business, and has proved a very important factor. They have not discarded their horse delivery, but have added the car as an additional service.

The House of Nairne, Windsor, Ont., have long been users of auto trucks for delivery, and have found them very satisfactory indeed.

But the advantages of this equipment is not only found in the city sections.

A. E. Elliott, Brooklyn, Ont., has adapted the automobile car to the business of the country section with profit to himself. It has added 40 per cent. to his business without any appreciable added cost for operation. He has put a car on the road, completely equipped as a store, with shelves for displaying goods, and equipment for handling a fair assortment of general store stock. This car visits the rural sections, bringing the store directly to the farm. This car was on the road for four days a week six months in the year and made an average of twenty miles daily with an average load of 1,500 pounds, and at the end of that time three of the original tires were in perfect condition.

The car itself was a second-hand seven-passenger car with the body removed and a new body built on the chassis as shown in the illustration.

Handling a Produce Trade

William Craib, Vellore, Ont., operates a general store business among the most important items of which is the produce end. With his car he goes about the district gathering butter and eggs and poultry, especially the latter." I have taken, he says, as high as 1,150 pounds of poultry on one trip, as well as butter and eggs.

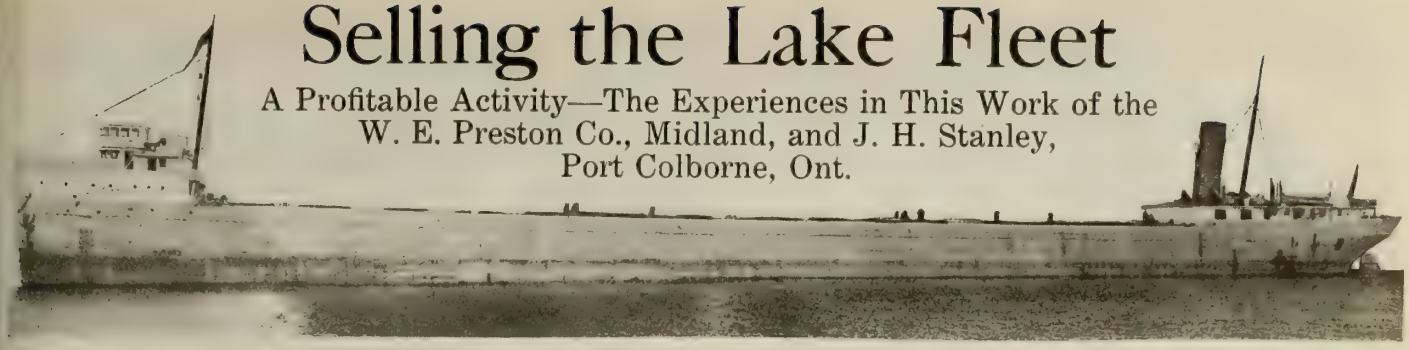
The goods gathered, he drives to Toronto and there disposes of them, taking back with him the goods needed for his store. In this way he is in the cost of freight both ways. This trip with horses entailed getting started at 2 a.m. and often not getting home till between eight and eleven o'clock at night. With the truck he leaves at 6.30 a.m. and is back between 1 and 3 p.m. The truck is in fact part and parcel of the business. He uses it both for delivering and gathering, and finds it most effective. The car he uses is a standard type but with a body built especially to his requirements.



The truck that is used by A. E. Elliott, of Brooklyn, Ont., to call on the farmer trade throughout the country. The truck is equipped as a complete store.

Selling the Lake Fleet

A Profitable Activity—The Experiences in This Work of the W. E. Preston Co., Midland, and J. H. Stanley, Port Colborne, Ont.



THERE are a variety of activities in the grocery trade that come to their full fruit in the spring and early summer. Among these is the business done with the boats. Outfitting and provisioning the boats that have been laid up for the winter in one of the many harbors on the great lakes amounts to a very appreciable item and one that has come to be a very substantial element of business.

W. E. Preston and Company, Midland, Ont., have for a good many years past made quite a feature of this business and have found it to be a very worth while business. Midland is like a score of other ports that dot the shores of the great lakes. It is the winter quarters of a goodly number of boats that fight their way down through the blizzards of Lake Superior to bring the last cargo of grain before the deadly cold of winter closes this water highway of a country's commerce. Midland is a recognized winter port, but no more so than a dozen others that could be mentioned, and what can be done there can be done in a score of other places on as large or larger scale, and could be done in a hundred different ports on a possibly slightly smaller scale.

During the past winter some 28 vessels, mostly large grain freighters, wintered in Midland. That is somewhat below the record of former years. The year before for instance there were 33 large vessels wintering there.

The Spring Outfitting

With the coming of spring all is activity around these vessels waiting for the first chance to get away. Then comes the grocers' harvest. The ship must be stocked with the food necessary for a trip. That means two weeks provisions for a crowd of thirty of more hungry men. Sometimes the crews arrive to prepare the ship some time before she is prepared to sail, if they do they are either boarded around the town or on the vessel; if the ship is as the phrase goes "feeding" there is a pleasant little profit for the merchant, for then in place of supplying two weeks' supply the bill may run into the substantial figures represented by three weeks of business.

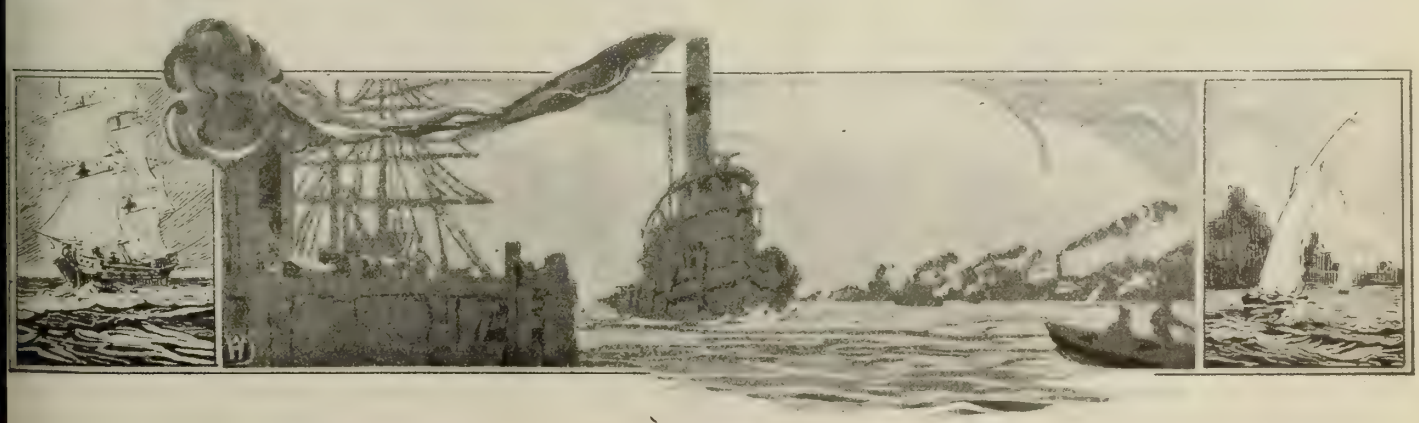
Gone Are the Good Old Days

Of course there are a lot of merchants who have read those blood-curdling "Yo Ho Ho and a Bottle of Rum" sort of tales and who are firmly convinced that the "Jolly Jack Tar" subsists on a daily menu of hardtack and Jamaica rum. Those good old bibulous days seem to have flown away, at least there is no space for either hardtack or rum on the stewards' list that is prepared by the Preston store for the guidance of stewards in providing for their requirements. It is a pretty long and comprehensive list. It takes in of course sugar and flour and the good old staple articles, but there is also a very presentable sized division given over to relishes, in which are enumerated all the lines of catsups and sauces and relishes of every description. There is a still longer list for canned goods that takes in not only vegetables but all manner of fruits as well. There is a space for fruits, mostly dried fruits, and it is to be noted here that dried apples and raisins must have replaced the romantic diet referred to for they appear a formidable article on most of the lists returned by the stewards.

Beckon the Business That Passes the Door

Of course there are a lot of merchants who let this business walk by their doors without even beckoning to it. Probably one of the reasons is that they don't realize that it is going by, but some firms have built this up into a very comfortable little nest egg that looks very attractive in the somewhat slack business of the spring months.

Let it not be imagined, however, that it is only a matter of beckoning to the steward and scribbling the order down with the stub of an HB. This is about as exacting a trade as can be encountered, and one that needs infinite study, and in the experience of the manager of the grocery department of the W. E. Preston store, it takes about as much handling as the most exacting customer on the list. It is profitable in that it is a bulk order that is delivered at one time, though it often has to be delivered to some rather inaccessible localities, for boats when lying up for the winter have a disagreeable habit of not paying much attention to the feelings of the delivery boy. But after all there is this to be said, that once delivered the difficulty is over, there isn't that exasperating possibility that by the time the delivery boy gets back to the store there will be a call from Mrs. Jones announcing that she forgot to order a bottle of vanilla that absolutely must be there at noon if the dinner that she is contemplating is to be a success. There are not any possibilities of this sort. The steward comes to the store and there is laid before him one of the lists referred to. This list enumerates a goodly number of things he is sure to require and a considerable number that





A scene in a harbor of one of Canada's Great Lake Ports.

he may require. The steward goes down this list and places the order for the goods he desires and the deal is closed.

Where Experience Counts

Now here is where there is room for a good deal of knowledge of human nature for stewards vary just as other customers do. They have their own methods and their own ideas as to the best way of feeding that crowd of hungry seamen so as to keep them satisfied and at the same time to keep within the limits that are set for the expenditure on the item of food. That is where experience counts, and that is why the W. E. Preston Company have made a successful element of business out of this trade. They know the captains of the different boats and they know the stewards and they know just the sort of goods they will want, and when it is good policy to urge some little variation from the regular list and when it is not. It is a business, too, of being on friendly terms with these men and giving them satisfactory service. This is as absolutely necessary as it is with any regular trade.

Is it worth while The firm referred to evidently thinks it is. It is not a gold mine. Very few opportunities that come the way of the grocer are. But a boat outfitting for an average two weeks' run, for that is the period for which they usually stock, will range from $50 to $75. A fair proportion of this order wil be for flour and sugar and salt and butter, items in which there is not a large profit, but on the other hand this is not a cut price trade, as so many merchants imagine. The regular prices are charged for everything, and that $50 item shows the same margin of profit that is shown by the same amount of trade from the regular customers in the store, and added to that, it is not spread over the period of a month, with the clerks' time consumed on possibly thirty different occasions, and with thirty separate deliveries. The order is probably placed within half an hour's time at the most, it takes about as long to put it up, and then one delivery cleans up the deal. Moreover, the payment is sure. Sometimes it is paid on delivery, sometimes there is a more or less protracted delay, but the payment is sure, which in itself is an item worth considering.

Then, too, sometimes these ships require more things other than food. Here also this store can serve them, for it is a general department store. Linoleum, bed linen and matresses and furniture are among the things that are sometimes required, if, as sometimes happens, a ship needs more complete outfitting. In that case of course the bill against it might well run up into the hundreds.

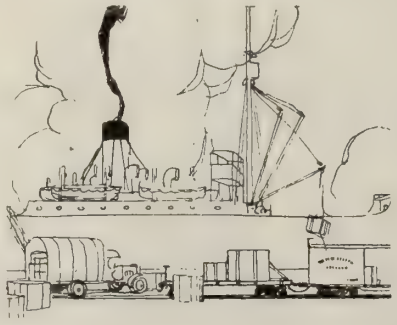
Last year the W. E. Preston Company store looked after the needs of thirty-one boats, of all sizes and descriptions, and as can well be imagined, this item alone amounted to very considerable figures.

Then of course there is the service to the boats calling regularly at the port; this is not a matter of a few weeks but lasts throughout the season of navigation. It is not the big item of the initial outfitting but it is a sizable item whenever it appears and one well worth the merchant's attention.

A Business in Brooms Alone

Probably the average merchant wouldn't think of this trade as one making a large demand on brooms, but it is even so. A ship comes down with a load of coal perhaps and goes back with a load of wheat. That ship has to be swept and garnished from top to bottom, and brooms and whisks are in great demand. Or it may be a load of oats one voyage and a load of wheat on the return. The same thorough housecleaning is required. The Preston Company disposed of some hundred dozen brooms in this way last year. That will give some idea of the extent of this business.

But this is not the only activity of the sort engaged in by this firm. They



operate also a supply boat that goes up the bay to Honey Harbor and other resorts along the shores of the Georgian Bay. The boats are used in this trade and they carry all the supplies that the cottagers and campers would be likely to need. This is another of the activities of the company that has been a profitable venture.

Perhaps the merchant will argue that this is a large firm and can do this business where other merchants would be shut out. It is a large firm with large resources, but lest the grocer might think for that reason that trade of this sort is not for him there might be mentioned the way in which another and smaller store has gone after the same sort of business and made a success of it. J. H. Stanley, of Port Colborne, Ont., is another merchant who saw an opportunity in this business and went after it with all his might. Some few weeks ago Mr. Stanley sold his business and joined the flying corps, which is a pretty good indication that Mr. Stanley was the type of man who would go after things with a will if he made up his mind to do so, and also the fact that, after having made an outstanding success of this business he was still a young enough man to come within the age limit set by the Royal Flying Corps.

Port Colborne is at the entrance of the Welland Canal. In fact the canal passes right through the centre of the town. As a result there is a tremendous bulk of traffic always at hand, and after the trip up the lakes there is usually a vacancy in the larders of these boats that means a good trade for the merchant who is wide enough awake to go after it.

Began as a Ship Runner

When quite a young shaver Mr. Stanley began his business career as a ship runner, that is a man who goes out in a small boat to meet the ships as they near the port and take their orders on the ship. In the good old days, that could not be so long ago, there appears to have been a good deal of excitement in this business. It was always a race to reach the ship first, in which there was a lot of competition. The first arrival as a rule got the business, and to make doubly sure of that fact Mr.

(Continued on page 107.)

A Supply Boat Serves the Campers



J. D. Wisdom & Co., Allendale, Ont., do a Successful Trade Among the Summer Visitors—Some Interesting Items in Their System of Operation —And a Word About the Store

THE summer trade that is represented by cottagers and summer visitors about some of the more naturally favored Canadian towns and cities is a very satisfactory element of business for the merchant. It comes at the time when other business is naturally a little light so that it does not entail any appreciable extra expense.

J. D. Wisdom and Co., Allandale, Ont., are situated in one of the most attractive sections of Ontario. About the shores of Kempenfeldt Bay are hundreds of summer visitors who are dependent to a large degree on the stores of the neighborhood for their supplies.

This summer business is an important element in the business of the company and they make a special effort to cater to these customers. There are some forty cottages situated on the south shore of the bay between Allandale and "Big Bay Point," and it is in these customers that the store is most directly interested. These summer homes extend for a distance of about nine miles from Allandale. The difficulty of getting at these cottages from the shore side would be very great and would entail the covering of much greater distances, so a trim little launch running about 12 miles an hour is used in this service.

As the services of the butcher and grocer are both necessities for the cottager the firm has arranged a kind of partnership in this business with Athol Marshall, butcher of Allandale. Thus the costs of this activity are cut in half without any diminution of the profits of the business.

This supply boat makes the trip twice a week on Wednesday and Saturday afternoons during the months of June, July and August. This summer activity is no new thing with the firm but has been proven a successful venture over a period of eight years till now the J. D. Wisdom and Company supply boat has become a familiar object on the bay and its semi-weekly arrival is something to be looked forward to by the housekeeper with summer appetites to be satisfied.

During the past summer for the first time a small charge was made for this delivery. It was a small item of 15 cents a delivery that was gladly paid by the cottagers.

Blank Pads for Orders

A very satisfactory system has been evolved for looking after this business. On the first trip each customer is supplied with blank order pads. These the customer fills out as she requires the goods and mails them by the rural mail. They are then delivered by the store on the next delivery date. Sometimes the order forms are handed to the store's representative for delivery on the next trip. The telephone, too, is quite an element in this business. The boat on its various trips carries only the goods that are actually ordered, with the exception of bread and oil. These are two of the commodities that the housekeeper is rather apt to find disappear more rapidly than would seem possible and so supplies of these are carried on each trip sufficient to meet any extra demands.



A Confectionery Department Proves Successful

This activity has proved a very substantial factor in the business of the store and has been done without infringing at all on the regular store business. It is one of the extra activities in which the partners in the enterprise are always ready to engage. This is not the only summer activity however. In connection with the store is a large confectionery department and one of the fine windows of the store is devoted to the display of these goods both summer and winter, but in the summer time an ice cream parlor is part of the department. This department is under the superintendence of a lady manager who has two assistants. The sales in ice cream in this department in the summer average 20 gallons a day, a neat little item in itself. In the winter time the confectionery business is confined to the front part of the store and the ice cream parlor at the rear is used as a storage, a most essential item, as the average grocer in a town that does not boast of any wholesale house must of necessity carry a very heavy stock of goods that will not bear shipping during the frosty weather.

Mr. Wisdom, manager and buyer, believes that one should not be tied down strictly to groceries, but should any article of any description be in popular demand it should be handled by the grocer, for instance, in the cooler weather sausage and jellied meats find ready sale, and also fish; during April and May, 1917, this store handled about two hundred pounds per week of Lake Simcoe whitefish, a firm, white and very palatable fish, sold at the moderate price of 15c per pound, dressed.

A Word About the Store

The J. D. Wisdom and Company store is very fortunately situated in Allandale, the busy railway centre which lies just south of the beautiful town of Barrie. The firm is comprised of two partners,

(Continued on page 107.)

Selling Seeds a Profitable Duty

A TRADE awaiting the merchant. Some hints on how to cultivate it from the experience of other merchants.

WITH the issue of this number the time for the selling of seeds will have arrived. Possibly this is not considered an idea worthy of much attention in the opinion of many merchants, but this business may be of greater or less importance to the merchant in proportion to the amount of interest and energy he has devoted to the problem of selling these goods.

The matter of situation of course has a material influence on the sale of seeds. In the suburban towns that serve a farming community, there is of course an increased importance to this item of trade.

Cultivating the Farmers' Business

For instance, George Vicks and Sons, Orillia, Ont., make the selling of seeds one of the most important elements of their business. Of course they carry all the heavier seeds to meet the farmers' requirements. Mr. Vicks uses a separate store for the display and sale of these goods, though they are also displayed in his main store as a drawing card. At this time of the year he devotes a large part of his energies to encouraging this trade, laying stress in his advertising always on the question of seeds, for he knows that after all this is the principal idea in the mind of the farmer at the present time and that references to seeds are sure to catch his attention where other references might well fail. He counts on the probability that the farmer having become interested enough to visit the store for his seeds will then be within the sphere of influence of the store and thus the general trade does not suffer. That belief has been found to be correct in the light of many years of experience.

Using Fixtures to Sell Seeds

T. B. Cramp, of Orillia, also makes a feature of the selling of seeds to the farmer. One large section of his store is given over to this department. Fixtures have been arranged to hold samples of the seeds offered and generally this department adds to rather than detracts from the appearance of a very attractive store. In this case the seed department opens directly into the grocery store proper by a wide archway that brings the purchaser practically into the store. Mr. Cramp has found this feature one of the largest forces for pulling trade.

But of course there are some of the city stores that are cut off from this item of farmers' trade in seeds. There is still, however, a profitable residue left in these days, when everyone is being encouraged to become a farmer; almost everyone is a potential buyer of seeds, and if the grocer goes after this business in a half-hearted way he is going to lose it, for there are plenty of other stores making a keen bid for it. Seeds may not mean a very large item as seen against the background of the figures of a year's trade, but they are one of those lines that show a substantial profit on a very modest investment, and these lines are few enough in the grocers' stock to make them a pleasant variation. Anyway there is an assured prospect of profit with the minimum likelihood of loss, and the question as to whether the business is worth while or not to the average grocer is dependent on whether or no he is putting any heart into it.

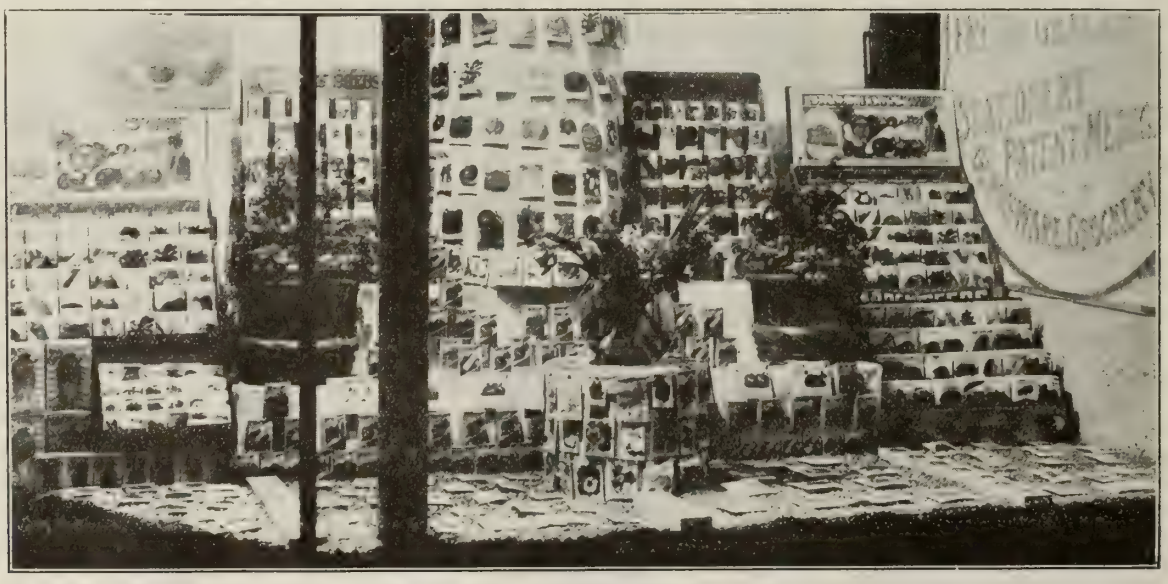
The demand is ready-made in this line. Practically everyone is a buyer. The advertising has been done for you by the government, by practically every newspaper and public speaker in the country. The grocer's task is to let the people know that he has the goods; to play them up so that you may be sure that the customer won't pass your carefully secluded seed case and go down the street to the corner drug store to buy her seeds.

Using a Contest to Stimulate Trade

There are ways and ways of stimulating this trade, and of centering the attention on your store especially. One of the best devices for arousing interest has been the contest idea. Some grocers have adopted the idea of a contest among the children, giving a prize for the best garden, or the best example of some plant or vegetable. Enlisting the children's interest is one of the surest ways of getting the attention of the grown folk.

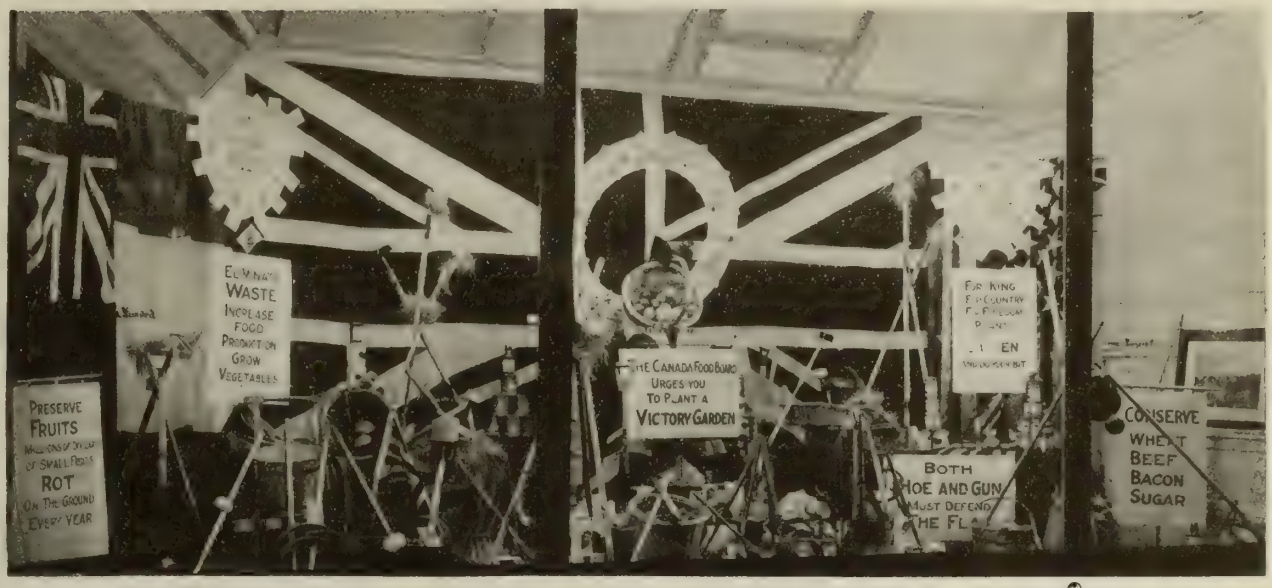
Another grocer offered a series of prizes for the largest vegetables grown from his seeds. He offered a prize for the largest radish, for the largest onion, and for the largest cucumber, as well as prizes for other large vegetables. When the seeds were purchased the person was asked to leave hi name and address and also state if he desired to enter the contest. Then later in the season window displays were made,

(Continued on page 93)



A window that puts the gardening idea across. It is an appeal to every passerby.

LET THE HOE HELP THE SWORD



FEATURE THE WAR NEED FOR PRODUCTION

THERE never was a time when there was such a crying need for production as there is this year. There never was a time when the merchant could do more toward helping in this great work, and while so helping his country also help himself. The grocer should be one of the apostles of production. For patriotic reasons that contention is indisputable, for business reasons it is equally so.

Every garden that blossoms this year should mean money for the grocer, money that he may take with the best of grace, for the expenditure of this money means profit all down the line. It depends on each individual merchant whether he will profit or no, whether he will help the great cause of production or no.

The accompanying illustration is a window dressed by the Henry Morgan Co., Montreal. It voices the call to plan a victory garden. This is your great chance to help the cause of Democracy, to help your country, to help your neighbor, and to help yourself. Feature the needs of

THE VICTORY GARDEN.



The Four Essential Factors

BUYING, Selling, Delivery and Accounting—Each Division Has Its Own Problems—Know What These Are and Success is Near—A Maritime Merchant's Experience.

POSITIVE ideas are the foundation on which a successful business is built. Therefore, when you see an attractive, well cared for store that breathes a certain atmosphere of prosperity, it is a fairly safe assumption that the men behind this business are men of positive ideas and positive activities. A glimpse at the store illustrated herewith is pretty good evidence that those in charge of the store have a definite policy on important matters of business and that this policy has proved itself successful.

The store of Jenkins and Sons, Charlottetown, is a store worthy of attention in any company. Situated in the capital of Prince Edward Island, it has a city population of some 12,000 to draw from. The store unquestionably gets its share from these people, but in addition to these it goes farther afield and reaches out over the whole province, doing a mail order business that proves a very satisfactory item.

R. H. Jenkins, in response to some enquiries made by CANADIAN GROCER as to their methods of business, stated that after twenty-five years' experience in the business they had found that, although methods of doing business had changed the fundamental principles underlying every successful business remained the same.

The Four Important Factors

"Every business," Mr. Jenkins continued, "may be divided into four divisions, buying, selling, delivery, and accounting, and a business that was to be conducted successfully must have faced the various phases of these four departments and have found some satisfactory answer to the problem presented.

"If I were laying down any rules in the matter of buying," said Mr. Jenkins, "based on the experience we have had, I would say that this could be divided into four points: First, always when possible, anticipate your requirements, or, in other words, buy before the demand commences, especially in certain lines such as cheese, butter, dried fruits, feed of all kinds, etc; second, buy advertised goods. This is only fair to the advertiser and saves much time and trouble trying to introduce new goods which the public do not care to have substituted for well-known articles; third, never overbuy. Do not let price be any object unless the article is standard and moving freely; fourth, buy only from absolutely reliable people, who can fill their orders, no matter how the markets are affected by conditions of any sort.

The Importance of Display

Then there were some points in the matter of selling to which Mr. Jenkins called attention. There is the ever present danger of dead stock, a danger that is largely due to the fact that stock gets relegated to some distant corner where it gets little attention. "Goods well displayed," Mr. Jenkins maintained, "are half sold, and for that reason we always if possible keep slow moving goods before the eyes of the public and clean up odds and ends in that way, so that to-day we have scarcely a dollar's worth of goods which is not worth at least what we paid for them."

Weighing is another matter of vital importance. It is a very constant cause of annoyance and loss. Careless weighing is about as dangerous a practice as any that can be indulged in around a grocery store. Because we believe this, weighing is the first training we give



A view in Jenkins & Sons' store, Charlottetown, P.E.I. Note the orderly arrangement and the way the bulk of the goods are kept under glass.

our new clerks, we impress upon them the fact that absolute weight must be given, no more, no less, and we insist upon getting the same ourselves. Our opinion is that more failures are due to carelessness in weighing than even business experts imagine.

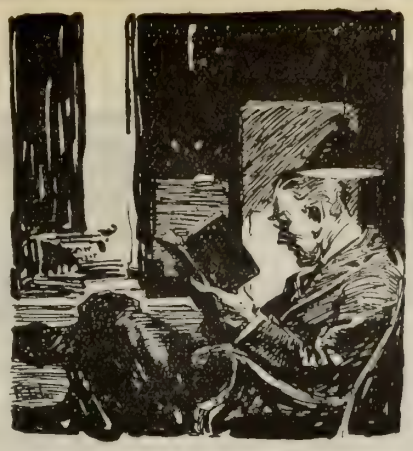
Real Knowledge a Safety Valve

Our experience has taught us that lack of accurate weighing is one of the most prevelent causes of loss in the grocery business and as hurried weighing is often synonymous with careless weighing we aim to keep large quantities of all kinds of goods weighed up and ready for a rush. Quite often we take, say, a chest of tea or a barrel of sugar, weigh them up into small packages and count the quantity, in this way we know pretty well how goods are turning out, and if there is any shortage we at once endeavor to locate the leak. Only the other day we bought some grapes in kegs, which the wholesaler told us in good faith would turn out, he believed, forty-five pounds net. We emptied out four kegs at one time, weighing them into one and two pound packages very, very carefully, and found that the four kegs turned out one hundred and twenty-one pounds. The grapes cost us $10.50 per keg, and it takes no expert to see that at thirty-five cents per pound, our retail price, we were not making any fortune. We might go along fondlly thinking that we were getting forty-five pounds weight from each keg and then wonder why our business was not showing profit.

We use an accounting system that enables us to add the balance each time a list of goods is sent, in this way we constantly have a record that can be turned to at a moment's notice and that shows both to ourselves and our customers just how things stand between us. We do a cash and credit business, but when opening up a new account we always limit the customer; our idea is that the main thing is to have a distinct understanding as to the amount of the account and the time of payment. If proper investigation is made at the time of opening a new account the trouble of the credit business will be eliminated to a great extent.

The Importance of Delivery

In regard to delivery we believe it is one of the most effective means of making friends or enemies, so that we endeavor to make it as effective as possible. To gain this end we have centralized the authority in this department in the hands of one man, the others take their orders from him. We employ the very best men it is possible to obtain for this service and rarely ever have any complaint. Our chief delivery man has been with us ever since our delivery business started, twenty years ago. We have often thought of cutting down the number of deliveries, and, in fact, have tried to do so, but find it impossible, as the service becomes congested owing to the accumulation of parcels.



We have specified hours, and hold to them. Morning, 9.00, short trip, 9.30, 10.30 and 11.30. Afternoon, 2.30, 3.30, 4.30 and 5.30. We have three men and rigs, and keep four horses. We have the city divided into three sections so that our teams never overlap each other.

Overcoming the Loss of Delivery Boxes

In connection with our delivery system we found out that the loss of delivery boxes that would seem to be a small item was in reality mounting up into quite a sizable amount. To overcome this difficulty we adopted the plan of cutting handles out of the ends of ordinary packing cases, painting the boxes in red all over and the name in black on the side. Every order, large or small goes in a separate box, and now we find that we get along without any expense for boxes expect paint, and very little loss in this respect. If boxes were not painted with the name on the side they are bound to be left at houses and in this way are lost.

As a general policy we hold that the customer is always right. If every transaction is not absolutely satisfactory we will spare no amount of pains or expense to make it so, provided of course that the customer in question is not what we term a chronic.

We believe that no brand of service is too good, and that service and business are two items that are more closely related than probably the average merchant realizes, and that the amount of service you put in at one end of the hopper corresponds very closely with the amount of business that comes out at the other.

As far as goods go we set the matter of quality in the first place, for we believe that quality will be remembered long after the price is forgotten, and that building on that basis you are building on a sure foundation. We have never believed in premium, lottery scheme, coupons, guessing contests or trading stamps and have always avoided selling schemes of this nature.

The Value of Business Helps

We do, however, take advantage of every agency that offers to further business. We believe in advertising, and think the local paper the best medium. Moreover, we try to keep awake to what is happening in the trade. We read every trade paper we can get and believe the time and money well spent.

Little Services That Bring Goodwill

There are other things that we believe have been of assistance to us in keeping in the favor of our customers. They are many of them little services that we can give, that perhaps show no definite return, but we believe that these little things do stand us in good stead. What do we mean by little things? Why, such things as keeping plenty of change on hand to oblige persons who need it. We also endeavor, always, to cash any cheques offering and on Saturdays especially keep plenty of money on hand to do this favor for anyone after bank hours. Lots of little attentions in this way count mightily even from a business standpoint.

It is our belief that if you are giving proper service there is no need to worry about mail order competition. Service is the antitoxin to inoculate into the mail order system.

Believe in Exchanging Ideas

Moreover we believe in exchanging ideas with the other fellow and with our staff. E. M. Statler, who operates the Statler Hotels, famed throughout the Continent, writes in "System."

"It is our policy to have no business secrets which are so sacred that they cannot be discussed with other men in the same line of business. If things we have discovered, or evolved, or happened upon are useful to others, they are welcome to them, and we do not hesitate to ask questions or borrow methods from others who are willing to answer or to share. I believe it speaks well for any business and promises well for its future when the men in that business 'swap experiences' and want to learn from each other. I believe a business will grow faster when it is willing to help other businesses in that line grow too." To all of which we say Amen.

MAKING THE ACORN USEFUL

Acorns are reported to be bringing $1 a sack in California for hog food, but an energetic woman investigator has gone still farther and is said to have developed a process for making acorn flour which is a satisfactory supplement for wheat flour. This flour has the coloring matter and bitter taste of the acorn extracted, and is pronounced superior to wheat flour for making cake, being richer and softer.

HAVE YOU FELT THIS WAY?

The Scotch bagpipe players were breaking the atmosphere into thousands of fragments with their instruments.

"Why do those pipers keep walking up and down as they play?" asked one stranger of another.

"I don't know," was the peevish answer, "unless it makes them harder to hit."



A complete range of stock, up-to-date fixtures and good service are the features which have brought the candy department of the Lea Grocery, Simcoe, Ont., to the place where it can successfully compete with any exclusive confectionery.

Grocer Controls Big Candy Trade

Lea Grocery, Simcoe, Ont., is Centre of "Sweet Tooth" District—Has Biggest Confectionery Sale of Any Store in Town—A Strong Feature of Summer Trade—Refreshment Parlor and Tobacco Department Attract Business in Candies

AN extensive candy trade is one of the prominent features of the Lea Grocery, Simcoe, Ont. The people of this town, young and old, have each developed their "sweet tooth" to an extraordinary degree, and the grocers of the town are out to secure their share of this business

The accompanying illustration of the candy department of the Lea store indicates the extent of the demand for chocolates and candies of every kind in the town trade. This store has been under the management of a number of different members of the Lea family in recent years, but the candy department and other distinctive departments of the store remain unchanged.

The sale of candy in this department is said to be most active during the summer months. It is a foremost feature of the summer trade. This is due in part to the operation of an ice cream parlor in connection with the store. This parlor is located in a separate section, the entrance to which is through the archway shown in the illustration. The refreshment room is well patronised during the warm summer months and it also serves to draw much general trade.

A cigar and tobacco department, which in turn is quite as complete as the candy department, is also a big help in drawing trade. The tobacco department is located opposite the candy section. The process of attraction of trade for each distinctive department of the store is quite simple. The tobacco department brings many young men to the store to purchase cigars for an evening or week-end. While treating himself he must not overlook the ladies, a box of chocolates must be procured. The candy department, with a wide range of boxed chocolates, is handy. A double sale results in most instances. The tobacco and candy departments have been placed at the front of the store, one on each side. Experience has proved that the two are closely related in so far as their dependence on each other for the drawing of trade is concerned.

It is difficult to calculate whether the tobacco department or ice cream parlor is the most effective in attracting trade for the candy department. During the summer months the presence in the store of large numbers of persons seeking the refreshment parlor undoubtedly does much to advertise the candy section. Purchases of candy, both in bulk and boxes, goes hand-in-hand with the sale of ice cream and summer drinks. For this reason the ice cream parlor may possibly be the most effective in attracting candy trade during the summer season.

In other seasons of the year the tobacco department and the regular grocery trade of the store are depended upon to draw business for the candy department.

Success Regulated by Extent of Dealers' Interest

Mr. Lea firmly believes in the principle that trade is developed for a special department in proportion with the amount of interest taken by the dealer in developing that branch of his trade. In the case of the Lea store the candy department has been an active part of the business for many years. Much thought has been given to its development. Everything has been done in the way of securing up-to-date furnishings, display fixtures and a complete range of stock.

The candy department in the Lea store

is imposing in appearance. As illustrated, the department devoted to the sale of candy equals in extent and appearance that of many first class stores exclusively devoted to the sale of candy An unlimited stock of toothsome perquisites of the up-to-date confectionery department give an appearance of plenty. A maximum display value is achieved by the use of fixtures of newest design with glass counter cases for the bulk candies and chocolates displayed in individual trays. On the top of these cases, wrapped chocolate bars, gum, maple sugar, jars of salted peanuts, etc., are shown.

One display case is devoted to a wide range of boxes of chocolates, a supplementary stock being shown in the wall cases. Peppermints and other bulk candies are shown through the glass front of bins, located in the wall fixtures at a level easy of access.

Barley sticks and other bottled specialties in the confectionery line are shown in the centre display case. An up-to-date computing machine, rubber cash-pad on glass-topped case, are additional features which give the department an appearance of completeness. A well-placed mirror in the centre of the wall display cases, opposite the middle counter, is also a feature of the well appointed candy department. The management of the store knows the fanciful tendencies of the fair sex and, needless to say, the mirror fills a great need. Nor is its field of usefulness limited to the ladies, for many young men, dropping into the store to purchase boxes of candy for lady friends, stop to make final adjustments of refractory ties or other portions of dress.

Big Holiday Trade in Confectionery

Evidence of the extent of the boxed candy trade done by the candy department of the Lea store is found in the fact that during the Christmas holiday season eighty boxes of candy, ranging in price from $2 to $8 per box, were disposed of This is altogether apart from the sale of many gross of boxes of candy ranging in price from $1 to $2 per box. The Lea store holds the record in the extent of candy trade among all classes of stores in the town.

One sales clerk devotes her attention exclusively to the candy department in this store. With such an extensive stock of both bulk and boxed candies it is necessary that someone acquainted with the location of the stock be on hand to look after the business. Especially is this the case on Saturday night when extra help is requisitioned by the candy department to cope with the big rush. This is the big night in the week, and large quantities of candy are sold for week-end use.

Some lines of candy are manufactured on the premises of the Lea store. Peanut brittle, taffee, etc., are the lines chiefly made now, though in the past a wide range of candies and chocolates were made by an experienced candy maker. When the military forces claimed this man the store management decided not to replace him and so the range of candy manufactured on the premises has now been curtailed. At present the manufacture of a few staple lines of confectionery is carried on by a number of young girls who employ their after-school time in this manner.

The Lea store has the exclusive agency for a well known line of boxed chocolates. In ordinary times very little bulk candy is required apart from that manufactured on the premises.

The history of the candy department of the Lea store is one of continuous development. The chief elements responsible for its success have been the close inter-relation of this and other distinctive departments in the store, and the completeness of the display fixtures and furnishings, coupled with an unlimited range of confectionery of every conceivable kind. The experience of the Lea store has been that confectionery and tobacco find a logical place in the grocery trade, and that the sale of these lines is helped materially by the attraction to the store of customers seeking the purchase of groceries and other lines which serve effectively in the drawing of general trade.

Look After Your Ice Supply

Ice May be Scarce During the Summer Months, and Possibility of Higher Prices—United States May Impose Embargo Against Ammonia That is Essential in Ice Manufacture.



ICE is about as necessary a thing as there is about the grocery store in the summertime, in fact it is an absolute necessity, and it behooves every grocer to assure himself that he will have an adequate supply during the hot season. Many grocers do not pay much attention to this matter, trusting to luck that there will be no shortage and that they will be able to get their supplies from time to time as they require.

At the present time, however, there are some conditions affecting this business that have not been thought of before. In the first place the United States has put ammonia under license and it is going to be increasingly difficult to get these products across the line, and as this is about the only source to which Canada can look for supplies it becomes quite a serious matter. Ammonia is, of course, one of the essentials in the manufacture of artificial ice, and artificial ice has become a factor of a good deal of importance during the past few years. In most cities there are plants for the manufacture of artificial ice, and many merchants have installed private plants of their own. As yet it has been possible to get sufficient quantities of ammonia to operate these plants, but there is no saying when the licensing system may become an embargo, and the bulk of the supplies be cut off. If this were to occur an extra burden would be thrown on the natural ice supplies that are hardly equal to meeting this extra drain. This factor would be even more important in the United States than here, and it is not beyond the realms of possibility that the border American cities might be calling upon Canada for supplies of ice.

In the face of these possibilities the natural ice harvest has been hardly up to the mark of former years. Weather conditions were in a measure responsible, but the scarcity of labor has been a still more important factor. It has been next to impossible in some sections to get enough help to store the amount of ice that is almost necessary. Therefore there is the possibility and even probability of higher prices and the possibility of restricted supplies.

This is, of course, only a possibility at present, but it is well for the merchant to be forearmed, and to make some arrangement with his ice merchant to ensure himself of adequate supplies during the summer months.

SELLING SEEDS A PROFITABLE DUTY

(Continued from page 88.)

showing the different sized vegetables, and also showing the ones which won the prizes. The result was a big sale of seeds, and what was equally important, a great deal of free advertising for the store.

These are but a few suggestions, of the methods that other merchants have found of value; they may be enlarged or adapted to any merchants' needs. CANADIAN GROCER would be glad to hear from anyone who, during this season, has thought of a novel idea to sell seeds, or an attractive way of displaying them. Think of these matters, they are well worth considering.

A CURIOUS MISTAKE

Edith—Dick, dear, your office is in State street, isn't it?

Dick—Yes, why?

Edith—That's what I told papa. He made such a funny mistake about you yesterday. He said he's been looking you up in Bradstreet.

Selling Summer Housecleaning Goods

Getting Some Action in This Profitable Line—How Merchants Have Built Up a Broom Trade, by Judicious Display—Keeping the Goods Before the Customer a Good Way of Building Business.

THERE is a very wide assortment of goods that suggest themselves matters of particular attention during the spring and summer season, but none more so than the lines devoted to housecleaning. The spring is the season when the carpet beater is abroad in the land, and when the housewife dons her dustcap and furbishes up the walls and furniture. This is an activity that is pretty well universal, and the wide awake merchant will make the best of capital out of this fact.

There is a fine business to be done in this line of goods at all times of the year but at this special season the demand is at its height and should be encouraged. One of the most effective ways of doing this is by systematic display.

Take brooms for instance. It is a comparatively easy matter to build up a fine trade in this line by judicious display.

System in Selling Brooms

Darrouch Brothers of Collingwood, Ont., make a sizable item out of this trade by keeping these always to the fore in the spring and summertime. Not only have they a large broom stand in a prominent place in the store, but they keep a neatly arranged display outside in front of their store, and Mr. Darrauch states that this



has been instrumental in making a sale for some 40 dozen brooms.

J. B. Horrell and Son, Midland, Ont., also make quite a leader out of brooms by a systematic display.

Sell Dozen Brooms a Day

A rack containing two dozen brooms is emptied in two days, according to the average established by the C. McCausland grocery, Paris, Ont. (in seasonable weather). Mr. McCausland believes in bringing his stock to the attention of his customers in the most effective manner and to this end he places the broom rack outside the front door of the store during the early spring housecleaning time, and on through the warm summer weather. In the housecleaning season the McCausland store makes a specialty of window dressings of seasonable lines including washing powders, polishes, soaps, mops, brushes, etc.

There are many other lines of goods too that can be sold in the same simple fashion, by giving them their proper place in the store's display. Merchants are too often inclined to keep these goods in the background, and to only deliver them when called for. There is always the chance, however, that the customer will overlook these things, or else buy them elsewhere where they are more forcibly brought to her attention, and it is a notable fact that where such goods are displayed their sale is immediately increased.

Getting All the Trade

There is a feeling that it is impossible to increase the sale in these lines beyond a certain limit. There is the fact, however, that the department stores do a brisk business in these lines that rightfully belongs to the local merchant, and that would be his if he made a strong effort to get it.

Then there are a variety of useful lines that are perhaps not used by the majority of the store's customers, polishes and cleansers of every description, mops and whisks and similar articles.

(Continued on page 108.)



A window that means sales in profit-bringing lines—a spring display of the W. H. Stone Company, Winnipeg.



Interior display one of the effective selling factors of the L. Krivel Store, Crydon Ave., Winnipeg.

Letting the Goods Help Sell Themselves

The Inestimable Selling Power of Display—How a Winnipeg Store has Adopted a Policy of Comprehensive Display and Proved its Value—Letting the Goods Introduce Themselves and Open the Way for Creative Salesmanship.

"EVERYONE knows that it pays to display goods. If we put something new on our counter it sells. If we don't show it, the chances are that we will never sell it."

There you have an outspoken statement of the selling power of display. A statement from a man who has studied the subject and is not merely voicing a catch judgment. Every merchant is willing to admit the general proposition that one of the best ways to sell goods is to display them, but probably the majority of merchants are willing to let it go at that general acceptance of the principle, or consider their shelf display as an ample demonstration of this belief.

Not so the speaker of the words quoted above, L. Krivel, 786 Corydon Ave., Winnipeg, believes what he says because he has tested it and found that it rings true in actual experience. As a result, there are few stores that have a more attractive display than his. The store is located in the Fort Rouge section of Winnipeg, which corresponds to the Westmount district in Montreal and the Rosedale district in Toronto. As a result, of course, many, though not by any means all of M. Krivel's customers are well-to-do, and have money to pay for specialties, and in these goods more than in any other perhaps is the prominent display, and personal salesmanship an element in successful business.

Mr. Krivel is not content to let these goods look at the customer from the shelves, where the customer's eye may pass over them without a glint of recognition. His idea is to get them out, close up to the customer, so that the most casual glance must surely be caught and held. He wants a large space for display, and so he displays them all over the store. It has paid him to do this; he has proved that by actual experience.

Proving the Proposition

"Take the case of this line," said Mr. Krivel, picking up an attractive-looking jar of condiments. "This is a line that we have only recently stocked. We put it out right in the centre of things as soon as it arrived. People asked about it and gave us an opportunity to speak of it without dragging it in by the heels, and as a result it sold and sold well for goods of that description. Then something else arrived, and it got crowded into the background, and almost before we realized the demand fell off. The selling power was there because people were caught by its appearance rather than by any definite need."

"For a long time," he continued, "we experienced difficulty in selling bulk peanut butter in this part of the city, as people demanded it in glass jars. To-day we carry it in tins, and display it prominently. In this way we are able to sell it, it means a bigger sale, as a tin costs 25c. whereas the glass jars sell for 15c.

"When goods are displayed, customers ask about them. That is a fairly good indication that there is a pronounced selling power in display. It is of course impossible for us to call attention to every article in the store in this way but we try to give prominence to as many as possible, and to give the bulk of our selling lines a fair share of attention. And we believe this is a good policy because when peanut butter or some other article is displayed, we often hear our customers say, 'It is a good thing I noticed that or I would have forgotten all about it.'"

Moreover, Mr. Krivel makes the most of every display device. A glance at the accompanying illustration will give some suggestion of the method of store display, though of course it is possible in a photograph to give only a very limited section. But enough is shown to indicate the way the policy of the store operates to take advantage of every opportunity offered. Even pillars, the bugbear of the merchant, are made to serve. He is fortunate in the service of a very good display man, Charles Mandel, who arranged the displays illustrated.

Letting the Windows Sell Both Ways

Then there is an interesting point about the windows. They are not fenced off from the store, as is the custom in so many stores, but open inwards as well as outward, so that they not only attract the possible customer outside the store, but also the probable customer within. One of these windows is devoted exclu-

(Continued on page 104.)



Four Stores Join

New Liskeard Firms Unite to Combat Mail Order House Catalogues to Cover Whole Section, the Cost to be

OUT of the North Country comes the news that a new idea is being evolved to meet the mail order competition of the large department stores. The idea is for four stores of different classifications to combine in the issuance of a catalogue to be distributed throughout the country in that district. The idea was conceived by merchants in the town of New Liskeard and the firms which have entered an agreement to carry out the project are the George Taylor Hardware Company; Wesley McKnight, men's furnishings; Elliott & Co., dry goods; S. Greenwood & Sons, grocers.

Will Give Complete Selection

By combining together in the issuance of this catalogue these merchants have in reality all the advantages of a department store or mail order house. One of the reasons for the loss of trade to the mail order houses in the past has been the advantage of wide selection which the consumer has had. For instance, if an order were being made out for some groceries to the mail order house and a small order for hardware amounting to $1 or $2 in value was needed it was a simple matter to include the order in the one with the groceries. Very often the consumer would be content to buy at the local grocery store if it were not necessary to make the buying trip especially for the article or articles in question. When the consumer starts to make out an order he usually goes over his complete list of wants. The merchants of New Liskeard have found that quite a lot of business has been slipping away because the consumers have been inclined to make up these combination orders.

Catalogue to Be Issued May 1

This arrangement has progressed so far that these four concerns have each agreed to contribute $200 toward the expense of the catalogue. The catalogue will comprise between 1,400 and 1,500 pages. With hardware, groceries, dry goods and men's wear the lines will be as complete as any consumer would wish for. Some of the merchants who conceived the idea took it up with the Board of Trade with the hope that all the merchants could be interested in the scheme. This was later found to be impracticable and it remained for the merchants themselves to take the initiative in the matter. The result of these deliberations was that four concerns decided to go into the scheme.

Four Responsible Business Houses

It was, of course necessary to get concerns into the arrangement who would have the confidence of the community, stated the manager of one of the companies, in describing the scheme to CANADIAN GROCER. These concerns who have decided to go into it are well-established and have a business connection in the community extending back for some time. Not content with this assurance to the community we have made arrangements with the bank to make the financing of the proposition comparatively simple. The bank will make adjustments according to the amount due the various stores from each of the orders.

May Send Order to Any One of Four

The arrangement has the advantage of constituting each of the parties to the agreement a committee to see that the balance of the order is filled out properly. For instance, if the order were mailed to the grocery store and there were orders for the other three stores contained therein, the grocery store would undertake to see that the balance of the order was secured and shipment made at the same time. This would be accomplished by getting in touch with the other concerns and having them deliver ready for shipment the goods required. In this way the one order from the consumer would suffice to set the wheels of trade in motion within the town and so relieve them of the necessity of making a special trip to do the purchasing.

When an order of sufficient size is

WHY THE CATALOGUE HOUSES FLOURISH.

He was asked for a little article. Did he say, "I'm sorry, we are out of that article to-day, but we will have it shortly."

No, Sir!

He said: "We don't keep it, there is so little call for it that it doesn't pay to keep it."

When it was mentioned that with parcel post he could take orders for such little things, get them quickly, make his customers happy and add greatly to his trade, he said it was too much bother.

Besides these people were catalogue house people anyway, and only bought from him something they couldn't get, and he didn't care whether he accommodated them or not.

Can you beat it?

From Hardware Age



In Mail Order Idea

Activities—Provide Machinery For Giving All Round Service—Shared by All—The Banks Give Their Assistance.

thus made up the saving in delivery charges would be considered as compared with the mail order house. For the goods are usually sent by express from the mail order house. Where carrying charges are included in the price of the article this must of necessity be added to the cost of the article. Where the consumer pays the express charges on receipt of goods it comes out of his pocket more directly. Express charges are based on the weight of parcel and distance to be carried by the express company. Whether the consumer pays the express charges or whether the mail order house pays them, they are eventually added to the price of the goods. Carrying by express is more expensive than carrying by freight, when the goods are brought in in large quantities. The retail store has the advantage in this respect in that it is closer to the point of distribution. This works out to the advantage of the retailer when the price of way freight shipments is considered as compared with the cost of carrying in carlots. For instance, two of the items instanced were those of paper and nails. By way freight the cost of shipment of paper from Toronto to New Liskeard is 56c per hundred pounds and on nails 59c per hundred pounds. When these commodities are brought in in carload lots the cost is 39c per hundred pounds. This difference is often sufficient to allow the retailers a good margin and at the same time allow him to undersell the mail order house. As an instance where it is possible to beat the mail order house take the sale of oyster shell, used to a large extent for poultry. The department store sells this at $1 per hundred pounds plus the freight which costs 62c per hundred to New Liskeard from Toronto. This oyster shell can be laid down in New Liskeard to be sold at $1.25 per hundred and when the freight delivery charges of 15c per hundred are added to other points in the district the cost to the consumer is brought to $1.40. The cost to the consumer from the mail order house on the other hand is $1.62. This enables the consumer to save 22c per hundred by buying locally. If quantities of 500 pounds are purchased at one time the price is $1.32 per hundred pounds. In large quantities such as this the clear saving would be 32c per hundred pounds.

This is but an instance of what can be done in the way of meeting the mail order competition. Furthermore, there is an advantage to be given the consumer in the matter of quicker delivery. With the retailers on the ground nearer to the point of distribution the consumer can have his goods delivered in most instances the same day and the outlying districts the day after the order is sent. With the mail order house it often takes much longer.

New Idea in Distribution

The idea which is being evolved in this instance is indeed a new one. It will be watched with a great deal of interest by merchants everywhere. It means that the merchants of a particular community are combining their efforts to give as complete a service as the mail order house. It would seem to have all the advantages of the mail order house in convenience in ordering goods, with some of the disadvantages left out. For there would be the same range of goods to select from, the assurance that the order will be filled without further trouble on the part of the consumer, prices would be equally as low as the mail order house, and delivery would be better.

FIGHTING THE FIRE WITH FIRE

The Catalogue House fattens on the profits on the business that the local merchant throws his way.

They prosper because they give a service that the public demands, a service that could be better given by the local store.

What is the answer? A better service by the store, a service such as is rendered by the stores mentioned in this article.

The Catalogue House has no talisman of success. It finds out what the people want and gives it to them in the easiest way.

The local store has every advantage of location, of knowledge of their trade, of ability to deliver more promptly, and the chance of meeting complaints with a personal explanation.

The remedy is to give Catalogue House service, and then forget about the Catalogue House.

NEW FISH ON THE MENU

Adding fish to the menu has gone a long way toward solving the food problem. For instance, here are the United States Department of Agriculture's figures on the quantity of hitherto unused varieties that have been marketed during 1917: Grayfish, 4,000,000 pounds; sablefish, 4,000,000 pounds; tilefish, 6,000,000 pounds; whiting, 20,000,000 pounds; burbot, 500,000 pounds; and Alaska Scotch-cured herring, 2,000,000 pounds.

Cash and Carry After July 1st

IT has been costing us about $1,100 a year to deliver goods to customers—to pay for a delivery service of horse and man. Wages, stable bills, harness and vehicles upkeep, and other inevitable outlays have required considerably over $1,000 a year — over $20 a week.

Without going into any long explanation, it suffices to say that we have felt compelled, in the interests of our business, to do away with the customary delivery service. So on and after July 1st next we shall make no deliveries. On that date we shall introduce the

Cash and Carry System

WE recognize that this will cause many of our customers some inconvenience, real or fancied, for a time, until they become accustomed to the new idea. And we recognize, also, that we shall lose some custom. All this has been carefully considered by us, and we have made our decision deliberately.

Also, on July 1st next we begin doing business on a strictly cash basis—the basis on which the department stores do their business. Here again it is possible that some of our customers may find the new system inconvenient and unwelcome; but when they once acquire the practice of paying cash, they will find it better for themselves.

These are times of reconstruction. Even in a business as humble as ours new ideas and methods are necessary to its successful conduct. Higher costs and labor scarcity impose on us, as on others, new practices.

It will be some weeks yet before we change over to the Cash and Carry System. In the meantime we give our customers notice of our intention.

T. M. BARCLAY & SON

54 HIGH STREET, DAUPHIN

An advertisement which may be used by a firm planning to adopt the Cash and Carry System. The reason for the innovation is suggested, but not elaborated. The note is one of confidence and decision, of determination, not of apology or timidity.

USE RAISINS OFTEN

A POUND of raisins contains as much food as six pounds of apples or two quarts of milk. Raisins should be freely used because they are nutritious, and they have the merit of being appetizing. Children with appetites that require coaxing respond to the appeal of raisins.

Use raisins in bread, biscuits and buns, in pies, with boiled barley or rice, and even just by themselves — this after they have been "plumped" by being put in a pan of boiling water until they have swelled to their original shape.

Raisins are rich in sugar and fruit acids, and they have an important medicinal effect because of their laxative value.

Order raisins with the next order you give us. Open Stock Valencia Raisins of fine quality sell for .. a lb. Griffin & Skelly's Raisins, in cartons, sell for ... per lb. package.

Our Phone Number is Adelaide 657

The Johnston Company

42 Knox Avenue HALIFAX

This advertisement is designed to encourage customers to buy in larger quantity a profitable line. This should always be a grocer's aim—to enlarge the consumption of lines on which a good profit can be had, and thus make up for the shortage of profit on articles of more general demand.

MAPLE SYRUP IS GOOD

IT is good just by itself. Some think it better with rich cream on it. Many like it to use with fried mush, on cereals, on French toast, on corn starch, and, of course, with waffles and griddle cakes. It is good with ice cream.

We have some very choice quality of Maple Syrup, absolutely pure, made in the sugar bush of an Ontario farmer, by the best methods—by a man who takes a great pride in his product. This has been put up in quart bottles, in quart tins, and in half and full gallon tins. A quart bottle costs 75 cents. A gallon tin $2.50.

Better give your order early since the supply is strictly limited and more cannot be had this season.

HILTON & BROTHER

65 COOK STREET - - - VANCOUVER

Phone: Western 88

An advertisement with seasonable appeal. Suggests how Maple Syrup is used—this to provoke desire. By suggesting a variety of uses, consumption may be enlarged. Interesting particulars are provided about origin—to persuade buyers, and prices and package sizes are given.

PUTTING DOWN RHUBARB

RHUBARB is plentiful now and cheap. It is economy to make a rhubarb marmalade or to preserve it in other forms. And so we suggest that you put down as much rhubarb as your family requirements suggest.

Two essentials are glass jars and sugar. These we supply. Present prices are:

Glass Jars—
Pints, per dozen .....
Quarts, per dozen .....
Granulated Sugar—
Pure Cane, .. lbs for .....
Beet, .. lbs. for .....

In the meantime you may find it necessary to use canned fruits freely — this since your winter's supply may be about exhausted. This is a suggestion to you that you come in and see what we have of this class of goods.

THE ALERT GROCERS

100 MAIN STREET - - - ST. JOHN

Phone: Main 987

Another seasonable advertisement, designed to take advantage of a present situation to sell glass jars chiefly on which a better than common profit may be obtained. The sugar suggestion is provided to round out the idea.

TELEPHONE IT

WHENEVER you find yourself in need of groceries, telephone your requirements; while we cannot always promise special delivery, yet we shall always do our utmost to give prompt delivery.

The early morning—just after the dishes are washed—is the best time to telephone your order. Make this a habit. Having our customers' orders early in the morning enables us to give a better service — relieves the later part of the day from congestion.

Some things to telephone for to-morrow morning are:

Vegetable Soups, in tins.
(12 kinds.)

Meats in tins—Veal Loaf, Dried Beef, Corned Beef. These can be used to prepare many an attractive and appetizing dish.

Molasses in tins—Useful in the preparation of many things for which you have recipes.

Rice—For making Rice Waffles, Rice Puddings, and for use in soup.

Corn Meal—For Johnny Cake, Porridge, Muffins, Cookies, and for rolling fish in when frying.

Canned Pumpkin—For making Vegetable Griddle Cakes (as per recipe in current number of the Ladies' Home Journal).

These are just a handful of special suggestions. They are provided to let you see how you can simplify and vary the preparation of the daily menu.

When down town, drop in and get acquainted with the new things we have, or with new uses for familiar things. While we suggest that you "Telephone It," we are always better pleased when customers call.

JOHN PIERCE & CO.

Grocers

10 Champlain St., Ottawa

Phone Number is Main 1653

An advertisement designed to encourage the 'phoning of orders and to get 'phone orders in early. By getting customers in the habit of 'phoning orders often increased business results. Definite suggestions are made of goods not always likely to be asked for—the idea being to increase the sale of unusual and profitable lines.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - - President
H. T. HUNTER - - - - - - - - Vice-President
H. V. TYRRELL - - - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

Publishers of Canadian Grocer, Hardware and Metal, The Financial Post, MacLean's Magazine, Farmers' Magazine, Dry Goods Review, Men's Wear Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery and Manufacturing News, The Power House, The Sanitary Engineer, Canadian Foundryman, Marine Engineering of Canada.

OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Phone Main 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Phone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Phone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

SUBSCRIPTION: Canada, $3.00 a year; Great Britain, South Africa and West Indies, 12s. 6d. a year; United States, $3.50 a year; other countries, $4.00 a year. Single copies, 10c, invariably in advance.

PUBLISHED EVERY FRIDAY

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulation. Copy of report will be sent to anyone interested.

Vol. XXXII. TORONTO, APRIL 26, 1918 No. 17

EDITORIAL BRIEFS

SPRING chickens and spring gardens are two things that will not mix, says an American publication. Ah! but they sometimes do.

* * *

PENNSYLVANIA'S Health Commissioner is worried over the fact that we are using too much soap. He says it's a wasteful and injurious habit to work the soap up into a lather. He contends that it requires very little soap to break up dirt. We can't help wondering if the commissioner ever removed the kitchen range stove pipe.

A RECEIPT FOR TURNING STOCK

AN American grocer achieved the surprising record of turning his stock 27 times in the year. That is a record that ought to make every grocer wild with envy. How did he do it? Here are the six points that resulted in this phenomenal record:

(1) Keeping a careful watch on our buying; (2) featuring nationally advertised goods; (3) developing an effective sales force; (4) making our window displays sell more goods; (5) holding special sales; (6) keeping records that tell us all the time just what we are doing.

And the greatest of these is No. 6.

THE FIRE DANGER

THE enormous annual loss by fire is mainly a preventable loss, and therefore it is a criminal waste. It occurs mainly because people take chances, and therefore gain confidence in their immunity.

One of the most frequent causes of fire is the untidy cellar. Excelsior, paper, packing material and empty boxes and cases, all too frequently is this the condition of affairs; a match thrown through a grating, or a cigarette dropped by a clerk, and the mass smoulders and flames up, and the store is gone almost in a moment, and the merchant is honestly at a loss to know why, because he has fostered in himself so long the idea of his immunity from such dangers. The bulk of the fire loss is preventable, and every merchant should do everything in his power to see that the chance is reduced to a minimum in his store. Gratings opening on the street should be carefully screened. Empty boxes should be carefully piled away from possible danger, paper should be baled, and excelsior or other packing material should be tightly packed in barrels and covered or burned at once.

Don't make the foolish and criminal mistake of playing with fire.

THE SPRING AND SUMMER NUMBER

WITH this number CANADIAN GROCER is adding another to the already long list of numbers of this nature. If it were only a matter of adding a few pages to the size of the regular issue, there would be little need for any comment on the matter. But this number coming at the opening of the spring and summer aims to materially enlarge the assistance that is possible in the regular issue. In these special numbers the idea before the staff is to gather together from a wide variety of sources ideas and suggestions that will be of value to merchants everywhere in enlarging their activities and improving their services and in making their business more profitable.

Never has it been more imperative for the merchant to safeguard his interests and to foster his resources. Never at the same time has it been as imperative that he shall miss no chance of enlarging the legitimate activities of his store. Therefore, this number aims to set before him ideas that may be adapted to his own use, and examples that may prove an incentive to more aggressive business. The idea behind these numbers is that they should be kept as records. It is often impossible for the merchant to keep a complete file of CANADIAN GROCER, but it is quite possible for him to keep these special numbers at hand, to be used for reference as the need or the opportunity arises.

For that reason the aim of the articles in this issue has been to deal with the opportunities and activities peculiar to the spring and summer months. It is our hope that in these pages merchants everywhere will find a stimulative influence that will aid in the better prosecution of a successful business.

THE PASSING DAYS

THERE is, in these days passing, a sad need for a little of the spirit of optimism. Not the unthinking optimism of the ostrich with its head in the sand, but the clear-eyed belief that those nations who have given nobly and are ready to give all for the cause of honor and justice and truth cannot wholly fail. To doubt is a sign of weakness that gives solace and comfort to the cause of our enemies. There are dark days to be met, and heavy burdens to bear, but over the blood-stained fields of France the dawn of a righteous peace must come some day.

THE PARENT OF OUR PROSPERITY

THE selling of seed may not look to be a big item to the average grocer. On it, however, is dependent to a large extent the maintenance of good business conditions during the coming year.

Canada is feeling the effects at present of an adverse trade balance. The only way this can be remedied is to have something to sell. The humble seed is the parent of our prosperity. We must have food to live, and we are needing it more urgently every day. Every seed that germinates this year makes business prospects brighter, and victory more nearly in our grasp. It is the merchant's privilege to be one of the factors in fostering the idea of production.

A POT OF PAINT

IT may not be possible for every store to have the last word in modern equipment throughout, for valuable as these undoubtedly are, there are many merchants who find them beyond their means, but there is no good reason on that account to put themselves under the disadvantage of an untidy, dingy appearing store. Bright and clean surroundings are one of the very best of selling arguments, and this is possible for anyone. A few cans of paint advantageously used will transform the appearance of a store till it is almost unrecognizable. It means a little extra labor and a small item of expense, but it will repay the merchant in actual dollars for a few hours' labor. A pot of paint is not always noted among the selling forces, but it is one nevertheless.

THE DEMANDS UPON THE STORE

THE recent more stringent enactment in regard to the Military Service Act is going to make still more serious demands upon the store, and will increase the difficulties of carrying on business. This is not a thing over which the merchant will grumble. The need is serious and the demand is just. There will unquestionably, in many quarters, devolve upon the merchant a still larger part in the actual service of the store than he has been accustomed to take in the past. That is essential if the quality of the service is to be maintained. There is a danger in this that some other things may suffer. In the stress of this possible added work there should be no slackening in the attention paid to the matter of accounts or of stocks. These two elements are where the point of danger lies. Some day, it may be a month from now or a year, but some day a readjustment is going to come, and to the merchant who has been slack with his accounts, or who has let his stock run wild, these days may be disastrous.

THE BUYING POWER OF THE CUSTOMER

THE grocer can obtain some very interesting and illuminating facts if he is given to a little investigating.

For instance, if he keeps a record of the customers sold during the day, and the total of sales, and then figures out what is the average purchase, we have an idea that this average purchase will prove a surprise to him. It will probably be smaller than he could have believed. This is good information to have, too. It keeps things within safe limits. One chain drug store requires an average of 35 cents per customer exclusive of the soda fountain trade. That is one way of keeping tab on the sales force. And then suppose this information is used as an incentive to speed up sales. Suppose the idea were put before the clerks to increase the sales by the small item of 10 cents per customer, surely not an impossible task, but it would mean in a store that boasted only 100 customers a not to be despised item of $60 a week additional. Try this idea for yourself.

TEAM WORK IN THE STORE

THERE are far too many merchants who do not make the most of their clerks. They look upon them as merely instruments for passing the goods across the counter. When a merchant adopts that attitude he has no good ground for complaint if the clerk does just that and lets his interest in the matter drop when the last sale has been made.

The great majority of clerks, however, will one day own and operate their own stores. They are there not only to earn a salary, but to learn a business. In the vast majority of cases they will take a real interest in the welfare of the store if this interest is encouraged. The grocer who depends on himself to generate all the ideas is putting himself at just that much of a disadvantage. Many times the clerk is more closely in touch with the customers than is the proprietor. If he is put on his mettle he will in nine cases out of ten largely increase his own selling power and that of the store. Many merchants have found this fact to be true in actual experience, and have found it of value to delegrate some of their authority to their clerks.

Ad Writing and Designing Not Difficult

Illustrations Very Valuable to Tell a Story—Put News Into Your Advertisements—Study of Few Type Faces Will Help—Should Learn to Prepare "Dummy" or "Lay-out"—Number of Words to Square Inch—Advertising a Big Subject.

By John C. Kirkoood.

THE average retailer isn't very strong on advertisement-writing. This isn't his line. And so the retailer dodges the preparation of advertisements. Some retailers, on the other hand, take keen pleasure in the preparation of advertisements. Both the man who dislikes and the man who likes preparing an advertisement are advised to use illustrations to take the place of words.

Illustrations attract the eye. By their contrast with reading matter they pull the eye to them. So from this point of view they have a very real value. But the right kind of illustrations are suggestive of merchandise.

Avoid Foolish Illustrations

It may be a hammer that is shown, or a lantern, or a brush, or a piece of fur, or a hand bag, or a man wearing a flaring necktie. Whatever the illustration may be, it probably speaks swiftly to many persons and gets their attention.

Just here it is to be said that foolish illustrations in an advertisement distract the attention, and so defeat the purpose they are intended to serve. One frequently sees humorous illustrations in country weekly newspapers, used by jewellers, boot and shoe dealers, hardware dealers, and other classes of retailers. Looked at critically they are really out of joint as a rule with the text or message of the advertisement. The effort to relate text and illustration is clearly a forced and unhappy one. Illustrations of this sort can be left alone with advantage.

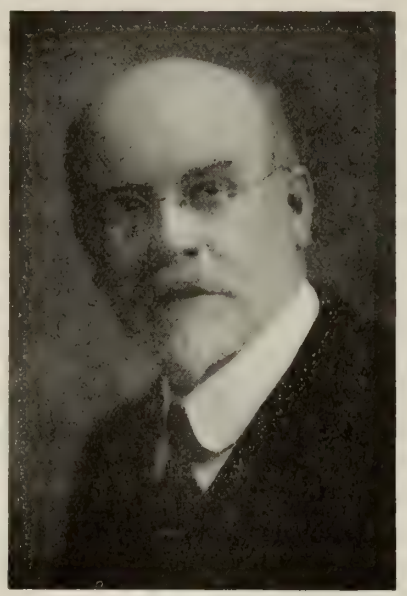
Illustrations are Easy to Get

Illustrations of the right kind can be had very often for nothing—from manufacturers. The great majority of manufacturers delight to supply retailers with electros. Not always, however, do manufacturers provide retailers with the electros of desired size and character. But if the retailer puts up to the manufacturer the right kind of request, for the right thing, the manufacturer will probably meet the retailer's wishes.

News Advertisements Recommended

The best type of advertisement for the hardware dealer is a straight news advertisement—one that gives real news about goods and the store's service. This is the simplest and easiest advertisement to write. Readers—that is prospective buyers—want just plain news, as a rule. Very few readers want or will give time to fancy writing, or to empty gush, or to bald generalities. Nor do they want to be entertained. On the contrary, they want the advertisements they read and to which their attention is invited to be simple, straightforward statements of fact—descriptions of or particulars about the goods, or their use or value.

The average reader of a newspaper reads it in more or less of a hurry,



JOHN C. KIRKWOOD

because there is something else waiting to be done. For this reason it is wise to make advertisements meaty and crisp—this by giving real and desired information about goods advertised. This information should if possible be related to an illustration.

Study Mail-Order Catalogues

If one wants to know what to say about goods, one will find an admirable aid in the mail-order catalogues of the big department stores. In these catalogues descriptions of goods are terse, adequate and without any superlatives. The aim is to economize words. Every word means space and cost. So there is an object in cutting down descriptions of goods to the brevity of telegrams. Now, if the retailer will let himself be guided in the preparation of his advertising by the mail-order catalogues he will be producing good advertisements.

Typography is Important

The advertisements of the big department stores which appear in metropolitan dailies can very profitably be studied not only for their style and language, but for their "display" or composition. The retailer can be sure of this fact: Good ad-compositors and good ad-designers are responsible for the superior ad-setting of department store announcements.

Here is a practical suggestion: When you see in an Eaton, or Simpson, or Hudson Bay Company, or Goodwin advertisement a style of setting pleasing to you, cut out the particular part you like, and give it to your printer—the man who will set up your advertisement—and ask him to follow as faithfully as possible the style of the clipping given him. Thus you will be getting nearer and nearer all the time to better typographical effects. And your local compositor, when it is put up to him to reproduce as faithfully as possible good, well-designed, and well-set compositions, will himself go to school, as it were, and will eventually give you something quite fit to be placed alongside the ad-compositions one sees in the metropolitan dailies.

Many retailers do not know much about the designing of advertisements or good ad. composition. This is something, often beyond their comprehension. One reason for this lack of knowledge is that their attention is never or but rarely directed to this aspect of advertising. Another reason is that their printer—the man who sets up the advertisements—is often quite as lacking in a knowledge of what constitutes good typography as is the retailer. Yet well-set advertisements go far towards making advertising resultful; and since this is so, it is clearly a matter that should concern the retailer who buys newspaper space to print therein his business news.

Some Revealing Re-set Advertisements

These observations will be made clearer by a study of the re-set examples in the engraving accompanying. A close examination of the original setting and the re-set advertisement will surely show the retailer how much better the re-set compositions are than the originals. The original compositions are what one very often sees in country newspapers. There is a disposition to use fancy and many display faces and sometimes ornaments, and to do freak composition. By contrast the re-set advertisements are the acme of simplicity and chastity, and have an attractiveness, pleasingness and persuasiveness not possessed by originals. These examples, and the notice pertaining to them (found on the engraving), merit very close study.



These illustrations are reproduced to show how illustrations add attractiveness and punch to advertising copy.

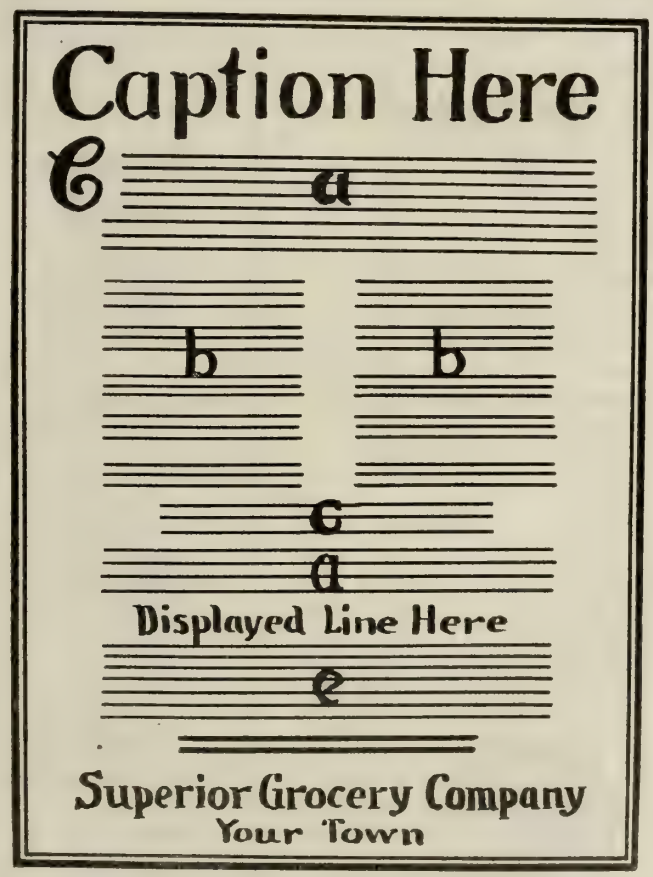
Preparing the Dummy or Layout

Another engraving is shown to illustrate how to "lay out" or design an advertisement for sending to the printer. A little practice and study will soon enable any intelligent man to do very good work. Just here it is to be said that many adwriters write or print in, in small type, the text or "copy of the advertisement—this in their design. Far simpler, better and kinder is it to write out the text or copy of the advertisement separately, with the typewriter or in long hand, and to mark its various divisions "a," "b," "c," etc., to correspond with the divisions of the "layout." Then pin layout and copy together, and send to the printer. The printer can see at a glance just how you want your advertisement to appear, and he can calculate the size of type to use from the number of words in your copy, and the space you have assigned them in your "dummy" or "layout." Memo: Make your layout or dummy the exact size of the space your advertisement is to occupy. Then both you and the printer will be able to see just what your desire is in the matter of disposition of copy, size of "body" and "display" type, white space effects, and so on.

It is to be remembered that type is rigid, not elastic. Which means that just so many words of type can be put into a square inch. It may interest some adwriters in retail stores to know how the printer "sizes up" the ad-writer's copy—to know what size of type to use for setting it up.

The ad-compositor measures the space in the dummy or layout which the ad-writer has indicated "a," "b," "c," etc., corresponding to similarly marked sections of the "copy" or text of the advertisement. Then he counts the words in the copy. Then he makes his calculation, thus ascertaining that the copy will require to go in 6-point, 8-point, 10-point, 12-point, 18-point etc. With this knowledge possessed, the printer can go ahead safely—that is if the adwriter has been reasonably precise in measuring his copy and the divisions of his layout.

By 6-point, 8-point, etc., as applied to type is meant the number of lines that make an inch in depth. There are 72 points in an inch. So copy set in 6-point will have 12 countlines to the inch. To get an interesting illustration of what is signified by points, go to your Bell Telephone book. There the numbers and names are set in 6-point black face (12 lines to the inch); and residence or occupation, and street address, in 6-point light face type. Offhand, one would say that the



The engraving is provided to show how to lay out or design an advertisement for sending to the printer. In this "layout" or "dummy" no provision is made for the inclusion of "cuts" or illustrations. The idea is to indicate to the untutored ad-writer a better way of preparing his dummy or design than the way practised by some, which is to write or print in, on the dummy, the text or copy of the advertisement. See *note on this subject in the accompanying article.*

black face type is the larger of the two. Technically it is identical in size with the light face type—both are 6-point.

Words in Square Inch

Now, with this understanding of how type sizes are indicated, the following calculations will be interesting to the untutored ad-writer.

WORDS TO THE SQUARE INCH

Square inches	—Sizes of Type— 6-point	8-point	10-point	12-point
1	47	32	21	14
2	94	64	42	28
6	282	192	126	84

The ad-writer himself should be careful to provide approximately the right number of words to occupy the space allowed in his dummy or layout in the desired size of type face.

The foregoing is semi-technical, yet it is something that the ad-writer who is trying to do good work should know. If any man wants to know more about this and other phases of advertisement construction he can buy books on the subject.

Summing it All Up

This contribution to CANADIAN GROCER started out with the suggestion that illustrations be used to make advertisements more attractive and interesting, and to give them added selling value.

Then it went on to state that simple news about goods or service makes the best-liked kind of advertising. Then followed something about advertisement-composition. The thought is: The preparation of advertising is a simple enough thing. No mystery or difficulties surround the writing and designing of an advertisement. There are some—nay, many—things to be learned, and as one goes far in his studies and practice, one will be acquiring new and highly interesting and useful knowledge about advertisement writing and designing, and about the functions of advertising. Just now, however, we are concerned with some basic, A B C things, readily comprehensible and really very useful. One must always begin at the beginning—build on foundations or bases and it may be that for some readers of CANADIAN GROCER what has here been written and presented will be of the nature of useful and desired basic material.

LETTING GOODS SELL THEMSELVES

(Continued from page 95.)

sively to fruit, and the display is always kept in a neat and well kept state so that it retains all of its original attractiveness.

Mr. Krivel's contention as to the value of display is irrefutable. That being so, display is one of the foremost accessories in direct salesmanship. Many merchants rather pride themselves on the fact that they supply exactly what the customer asks for, and do not attempt to influence sales.

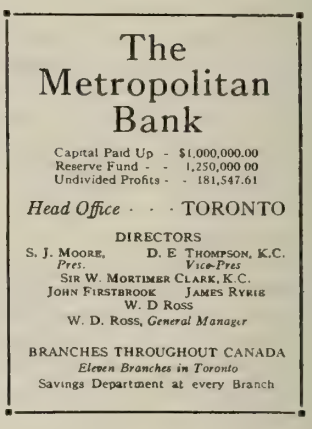
There are, of course, cases where he makes himself obnoxious by a persistent cataloguing of the goods of the store. Bad salesmanship could go no farther than this. Far better merely hand out what is asked for, than to become a public nuisance by indiscriminate urging. But there is certainly a hint in Mr. Krivel's method for those who do not believe in aggressive salesmanship.

Display the goods to catch the customer's attention, let the initiative come from that source. Once having caught the interest it is possible to call attention to other displayed lines without unduly encroaching on the time or patience of the buyer. Why do all the work of selling, when there are so many influences ready to assist? Let the goods help sell themselves.





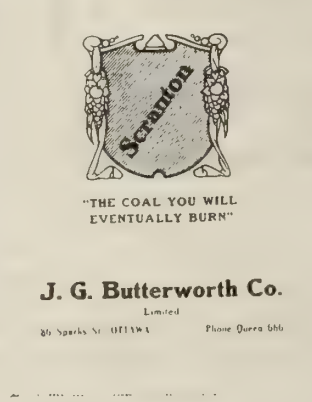




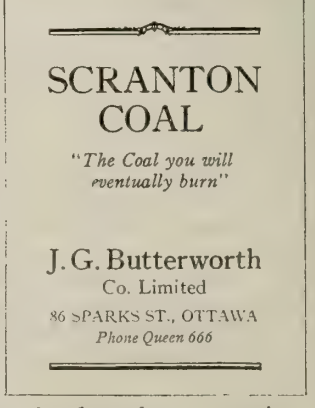
The accompanying reproductions are from different sources. Nos. 1, 2 and 3 are magazine advertisements, and No. 4 is a booklet title page. No. 1 is a most atrocious abortion; lack of margins and abuse of white space mar No. 2; No. 3 has sacrificed display for unattractive "effort," and the renaissance period decoration has no affinity with either type or subject in No. 4.

All good advertisers and typographers today use one face of type or, if emphasis is required, one family of type face in their advertisements or brochures. A well-balanced, even-toned page holds the reader's attention better than does a flagrant display of some portions at the expense of others, and is more restful to the eye.

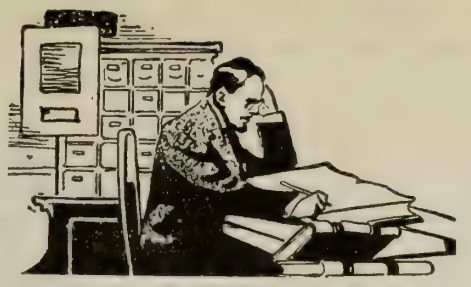








The above examples of reset advertisements illustrate how much better simple plain composition is than fussy, ornate, freaky treatments. The resets are by one of Canada's best typographers, Joe W. Short, with the Mortimer Company, Ottawa. Read his notes on the engraved plate.



New Slants on Old Problems

How the Value of Factors Change With Conditions.

By Henry Johnson, Jr.

A YOUNG man asked for white bread in a cafeteria on a wheatless day. The girl at the counter said, sweetly: "It is not served to-day." "Why, I'm willing to pay for it—can't I have it if I pay extra?" "No: this is a wheatless day. We do not serve white bread to-day."

I do not know whether "the young man went away sorrowing, for he had great riches." I do know that there was a whole volume of lessons in that incident, for it exemplified how we are readjusting our sense of values regarding many things.

Hitherto, we Canadians have been wont to feel that we could have and were entitled to get anything for which we had the price and were willing to pay. Now we are finding out that some things are beyond all price; that there is no mere money-equivalent for certain commodities we always have regarded as so common and so essential as to be almost like air or water. We are like a rich man lost in the Sahara desert. He may have millions on deposit; he may have a big wad of bills on his person; yet he dies for want of a drink of water—plain water—an element in which he might drown himself a few short miles distant.

The Right Thing in the Right Place

To-day there are mountains of wheat in Australia and large supplies in all probability are hidden in parts of Russia. There are vast stores of sugar in Java. But these things are not available. Hence, for present practical purposes, they are as if they were not. There is not enough to go round. Money will not buy them.

So it is that old measures of value may not serve us now. Factors have taken on new elements, or their relative importance has shifted about so that old relations do not hold good.

Let us consider the cash-and-carry idea. Here we have many figures and tabulations to show that cost of certain service is thus and so in one locality and something else in another. Individual deliveries cost from 5c to 15c in different towns, under various systems. Either figure seems so trivial compared with the expenditure of time and energy necessary to go to the store, select the goods and carry them home, that many jump to the conclusion that there is no true economy in cash-and-carry, that the game is not worth the candle, and therefore should not be played.

But have we considered all the factors in this equation? Surely not. For what we must conserve is man power. Men must be released from service. They must be released not only from work hitherto regarded as non-essential or luxurious, but from many callings which always have been considered worth while in peace times. More than that: they must be released from things always considered vital to industry, to commerce, to our daily life, if need be; because, cost what it may and strain us how it will, the one supreme essential to-day is that we win the war. Hence, it is not a question of spending 10c in car fare and 50c in time to save 15c worth of labor on the part of a delivery man. It is putting in 60c worth of what we have to replace something we have not; it is contributing a big slice from our abundance to release for vital service a comparatively small portion of an absolute necessity of warfare—men.

Self-Delivery Service Worthy

So there is merit, plenty of it, in the plan of the American grocer who furnishes little push carts capable of carrying 300 to 400 pounds, which the customer can borrow to convey his goods home, provided he returns them at once. For these carts can be pushed by the housewife herself, or by a boy whom she hires, or by her old father who may be glad to find himself useful again and doing something really worth while in place of puttering throughout the day. All these things help in the big task of winning the war—the one job we must accomplish at any cost of convenience or sacrifice.

To-day an old man pushing a wheelbarrow load of groceries towards his home is doing his best toward the big task. He is not "taking a job from a laborer," as he might have been doing two years ago. Similarly, a woman carrying bundles, or loading groceries into the tonneau of the auto-car, or pushing a perambulator load, is doing worthy, self-respecting work, as valuable in its way as those who use their otherwise idle moments in knitting wool socks. Only yesterday, let us remember, we should have regarded knitting as "waste labor."

Money No Longer the Measure

Similar care must be exercised in passing judgment on the home garden. Last October, a New York editor was sarcastic to bitterness about the green beans which were "going to waste." His wife had raised more beans than the family could eat. She had canned abundance for the winter, yet ripe beans were drying on the vines, begging for a purchaser who came not. Even the neighbors—the few who had not similarly raised beans—had eaten their fill, canned their capacity, and now declined to accept beans as a gift.

But did not our friend miss some important points? First, he himself had abundant beans. Second, all the neighbors were likewise provided for. Third, he had done his part in utilizing ground otherwise idle and non-productive; and in so doing he had (fourth) contributed to the lowering of bean prices over the entire country. If nobody except professional gardeners had raised beans last year, if everybody had sidestepped the garden, prices for garden truck would have soared beyond the reach of most folks. Fifth, every bean and vine which remained on the ground to be turned over served to enrich the soil with nitrogen absorbed by the plants from the air. Sixth, he had experienced the joy of early morning manual labor, perhaps seeing the sun rise for the first time since he was a boy "up-state" on the farm; he had got re-acquainted with nature and the glory of the out-doors and the feel of mother earth. Seventh, he had achieved a new sense of the value of farm labor.

This last is worth noting. No man can work in the soil—even "to make one blade of grass grow where two had grown before," as Mark Twain said it—without attaining better understanding of the work of the farmer and his viewpoint. I used to wonder why a farmer parted with his nickels so carefully, with such evident thought to see that he got value in return. When I hoed my first rows of potatoes last summer and nursed a few scraggly cabbages I thought I understood more justly the intrinsic value of five cents taken in exchange for two such cabbages and for other nickels laboriously wrung from the soil in the hot sun through many a backache than I ever had understood before.

A Day of New Things

This is a day of new things, new problems, new questions. Old ideas must make way for new. It costs money to throw two or three thousand shells a day at a cost of $5 each, and tens of thousands which cost $16 each. Such a "kingly game" is monstrous waste, aside from the bitter woe and agony of suffering entailed. It is wasteful folly which makes no appeal to us who have been born and bred in the democracy of equal opportunity, freedom and peace.

(Continued on page 108.)

From the South to the Smoke

The Story of the Manufacture of Plug Tobacco With a Hint or Two on the Manufacturers' Methods For Keeping Tobacco in Prime Condition For Sale and For Use

Written by a staff representative of CANADIAN GROCER after a trip through the Tuckett & Co.'s plant, Hamilton.

SUMMER lingers in tobacco. Much of the art of the tobacco manufacturer consists in keeping Autumn and Winter away from the fragrant leaf. A little of Autumn—"the mists and the mellow fruitfulness"—may be allowed, but of Winter nothing unless you can call the kindly glow of well lit pipe or cigar akin to the ruddy firelight of a comfortable Christmas Eve. But in that red glow there is the end, not the beginning of tobacco, and the soft blue smoke that arises from the blends men go miles to buy is like a Summer haze, dreamy and delicious.

Tobacco That Tempts Buyers.

Much of the art of the tobacco manufacturer consists in keeping the austerity of Autumn and the withering touch of Winter away from tobacco. On the retailer who would achieve profitable business in tobacco rests the responsibility of continuing the care of the manufacturer in this respect. If he does so, then his tobacco customers will continue to come to his store in numbers and increasing numbers for they will find in the supplies they secure from him the lingering delights of eternal Summer. In this article which tells of the manufacture of plug tobacco some of the secrets of keeping Summer eternally in the tobacco you sell are also told. By following the methods of the manufacturer as much as possible in handling and storing tobacco the most profitable results are secured for your business.

Sunshine From the First.

Send your mind south towards the sunshine with your first thoughts of tobacco manufacture. Tobacco is grown before it is manufactured, and is a product of the soil, and the balmy air, bland moisture, and genial sunshine. In all your thoughts of tobacco keep in mind the atmosphere of Summer. In that thought is a secret of profitable reputation for the retailer of tobacco.

'Way down south in Virginia after the tobacco has come to full leaf and drawn from the soil and the air all that the smoker is later to discover in quality, the leaves are bunched into "hands" and hung up to dry in sunshine and warm, kindly air. Thus under the influences of Summer they come to the first stage for the manufacturer's attention. In great piles the crops of tobacco from various farms are piled in wide warehouses where tobacco sales are conducted. Here assemble the experts who do the buying for the manufacturers. These men scrutinize the various lots of tobacco, searching for particular leaf sizes and qualities of which their firms are in need. They find these varied tobacco grades variously distributed amongst the different little harvests from the various farms. The business of the buyer is to decide on the value of particular lots to his firm according to the proportion of right sized leaf they contain for his firm's requirements.

Tobacco in the Hogshead.

"Hands" of tobacco go into hogsheads for storage and shipment. There are firms in the tobacco centres of Virginia who store tobacco thus packed, and sell to the manufacturers. The hogsheads are huge. They weigh from 1,000 to 1,500 pounds each. When they arrive at the factory from the South they go into storage in warehouses kept at "Summer temperature." There is a secret of keeping tobacco in good condition. They stay in storage for long months, and the months must stretch out to years before the tobacco is considered ready for actual manufacture. During its term in storage the tobacco goes through what are called "sweats." The changing seasons hold their influence upon the leaves, and within the hogshead they alter in condition four times a year. This is the ripening and sweetening process upon which much importance is laid. At least four good sweats go to the development of a smoking tobacco. Without them the tobacco would burn "like a garden bonfire." With proper ripening all the rankness of the tobacco passes off, and a rich, mellow leaf develops for the further processes of manufacture.

Actual Manufacturing.

From the storehouses with their summer temperature to the top floor of the factory the hogsheads of tobacco are brought and the atmosphere they encounter within the factory is still summery whether the month be June or December. From around its fragrant contents the rough fabric of the hogshead is removed and the big bulk of the tightly compressed "hands" still in the shape of the container stands solid on the factory floor. The responsibility of an expert buyer has so far guaranteed its contents.

Now begins an ordeal of inspection which lasts through every process of manufacture till the tobacco goes forth to the retailer. In case of any brittleness of leaf the rooms in which the tobacco is handled have an atmosphere kept humid by small jets of live steam.

The "hands" of tobacco are taken from the mass, and any defective tobacco, or tobacco not exactly up to grade standard is removed and put on one side. Then from supplies of hands which pass the test as they leave the hogshead, a staff of women experts proceed to the process of stripping the "leafy" portion from the strong middle stem of each leaf. This work is done very rapidly, and gives opportunity for examination of every leaf individually. Thus not a particle of tobacco goes into use which has not been carefully scrutinized for fault of any kind. The tobacco is scrutinized not only from the first, but through every process. Even after the strippers have examined each leaf that passes through their hands and thrown out every faulty leaf, a team of expert male observers goes to work examining every leaf yet again. This is done in the case of all forms of manufactured tobacco. In this article attention will now be paid particularly to the making of plug and cut plug tobacco.

The "Casing" Process.

After their examination by these many expert eyes the tobacco leaves, ready stripped, and containing nothing that will not smoke perfectly and pleasantly, are taken to the "casing machines." This process has a formidable name, and certain unbetrayable secrets of tobacco perfection are connected with it, but it is really quite simple. "Casing" is just coating the tobacco with a rich sweet syrup made of the finest sugar, and other juicy ingredients. The casing is done in large copper drums with open ends, through which the tobacco tumbles at regulated speed. Through the sides of the drums jets of the casing preparation are kept playing, and the well tumbled tobacco is coated on every side of the leaves which are then dropped into boxes and covered up tight to steep and grow moist and pliable. They are left in this state for twenty-four hours at least.

To the Rolling Room.

Tho rolling room doesn't roll. The staff employed in it are not at all at sea. Their business is to roll the tobacco into plugs exact to specified weight. They are girls, and very swift fingered, They roll and wrap from 1,400 to 1,8000 plugs of tobacco per day. Each plug is wrapped with a special broad leaf, and the clever way this leaf is tucked like a blanket around the tobacco inside is part of the skilled workmanship involved. These girls also have the responsibility of rejecting any unsatisfactory leaves before rolling the

plugs so that when a plug is wrapped only the right tobacco is inside it. Another inspection and another weighing follow, and then the plugs are taken on canvas bottom trays to the drying room.

Weather Man Dictates Here.

Here the weather man has something to say. Upon his dictates depends the length of time the tobacco is to remain in the drying kilns. In Winter three or four hours is sufficient. In hot, sultry weather the drying period may be drawn out to ten or twelve hours. The temperature of the drying kilns runs from 120 to 128 degrees. When taken from the kilns the plugs are placed in boxes to draw back so that they can be handled safely for pressing into the moulds. As they come from the drying room they are too brittle but it would not do to take them too early from the drying room. The drawback process is necessary also for perfection.

Goes Under Tons Pressure.

In condition for handling and pressing, the plugs go to the formidable battery of hydraulic presses which compress each plug firmly into the shape familiar to the storekeeper and smoker. Each plug is also stamped with the trade mark at this stage. The plugs then go for five or six hours to the "pots" or retainers, where they recover a little after the pressure of 1,950 pounds to the square inch to which they have been subjected. The total pressure of the whole hydraulic battery in operation is from ninety to a hundred tons.

Packed in Caddies to Mature.

Packed in caddies, the plugs now go to the bond room to mature. This process is natural, not artificial, and takes from one to three months—again depending on weather. The temperature of the bond room is again Summery. Summer lingers in tobacco and in all the processes of tobacco manufacture. Summer temperature, but a moist Summer temperature, keeps tobacco in the best condition.

SUPPLY BOAT SERVES CAMPERS

(Continued from page 87.)

J. D. Wisdom and James Brunton, both of whom were, until some ten years ago, engineers in the employ of the G.T.R. They eventually joined forces and have been steadily working up a splendid business as their present position indicates.

Improvements in the Store

Improvements have been made from time to time and the old stand which was originally made up of three separate stores has been gradually changing, until at the present time the building has a frontage on Essa Street of 55 feet and a depth of 66 feet, with a splendid basement under two-thirds of the floor space and a uniform front consisting of five large plate glass windows, two of which are divided into two sections, the lower part being raised during the day, in the warmer weather, when fruit is at its best. There are two doors opening on Essa Street, and a side door opening on Tiffin Street is used for loading for delivery, thus avoiding any confusion at the main entrances.

In the grocery department, which occupies two-thirds of the building, in addition to the partners, three clerks, a book-keeper and a driver are employed regularly, and in the busy summer season two extra clerks are taken on for two or three months.

The partners in the store are thorough believers in the selling value of adequate modern equipment. There are three modern computing scales in the grocery department, silent salesmen display cases, biscuit cases, two cash registers, as well as the soda fountain and a self measuring oil tank. The store, too, does a brisk telephone business and has two telephones which are in practically constant service.

A Daily Record of Business

Special attention is given to book-keeping and this thoroughly efficient system is maintained. A loose-leaf ledger system is used in conjunction with a synoptic double entry ledger, which gives in separate columns at the end of each day a synopsis of total goods charged, total receipts, total expenditure, total wage expense, freight and cartage and any other extra expense, bills payable, bills receivable, and stock on hand. It is a system which should appeal to any grocer as it shows a balance up to the minute and is simple and accurate. So it is evident that while the store makes a bid for this transient trade the partners never lose sight of the important fact that the all year trade must have equally generous and efficient treatment if the store is to be a success.

SELLING THE LAKE FLEET

(Continued from page 86.)

Stanley states that it was the pleasant custom on reaching the ship and climbing the ladder to pull the ladder up after one. That left competition floating harmlessly alongside.

This was his early training in this work, a training that gave him a thorough knowledge of ships and of their personnel, and the ways of the sailor folk. It made him a lot of good friends, too, and when the old order changed and it got down to the unromantic system of letting contracts for the goods, Mr. Stanley's friendship with the captains and the stewards of a multitude of boats stood him in good stead, and a fair amount of the business went to him. There isn't much to this business but speed according to his idea, that is once the contracts have been secured. It is a matter of getting the order, putting it up and delivering to the boat in the time it is going through the two locks of the canal that are situated within the town's confines.

It is a worth while business, worth taking pains to encourage and to satisfy. Mr. Stanley is emphatically of the opinion that it is. The daily bill against the boats amounts at times to as high as $200, and there have been days when the total of sales credited to this source of business has reached $500. When it is remembered that this is an additional business that does not infringe on the other trade of the store, and at the same time shows a very attractive amount of profit, it is easily understood how well worth while it is.

Friendliness and Service the Necessary Things

Mr. Stanley claims that he has had no pull in getting this business. It has been a matter of giving good service, and anyone who visited the store would quickly realize that service would be good and of encouraging the friendship of these men. The stewards and captains could do a great deal toward seeing that the contracts were placed as they desired. That was the only business secret that there was in connection with it, that and actually seeming to desire the business. Too many merchants he thought paid no attention to this matter and just let it drift by. It was necessary to ask for the business if you wanted it, and after that to give the best and promptest service, but that was about all there was in the way of a plan of campaign to be considered. That does not seem to be a very serious programme and it is one that many other merchants might well consider.

PERFECTLY HEALTHFUL

Glucose or corn syrup is a perfectly wholesome article of food, and weight for weight on a dry basis its food value is substantially the same as that of cane sugar, according to a recent notice published by the Illinois State Food Standard Commission. The commission advocates, therefore, that cane sugar and corn syrup be permitted in the manufacture of preserves.

GIVE THE BEES A CHANCE

If Kenneth Hawkins, bee specialist of the United States Department of Agriculture, is right, grocers ought to sell all honey as strained honey, rather than in the comb. Mr. Hawkins reports that in Florida too many beekeepers market comb honey, thus lowering the productive capacity of the bees. It takes as much energy on the part of the bees to make one pound of beeswax as it does to make 20 pounds of honey, he says. In selling the comb honey the beeswax is lost. It seems that the honey can be extracted from the comb by opening the cells and whirling the comb through an inexpensive centrifugal machine, the comb being left intact, so that it can be put right back into the hive again, to be refilled with honey. Beeswax itself, of course, has no food value.

Current Events in Photograph—No. 17



THE FARM DRIVE IN BRITAIN

Science has done the impossible in this war. When the gasoline supply became so limited that all available stocks were taken over for the use of the army, then science provided gas as a propelling power. The photo shows a gas driven tractor in Britain's drive for production. The gas is contained in a huge envelope on top of the tractor and soldiers on leave have been trained to use these tractors and ploughs.

SELLING SUMMER HOUSE-CLEANING LINES

(Continued from page 94.)

Some merchants make it a policy at this time of year to devote a special section of their store to the display of all lines. A table with a neatly arranged display of everything pertaining to the housecleaning season often suggests to the customer wants that might not otherwise be felt.

Window displays too are one of the most effective methods of increasing sales. An average window display may often fall flat as a pulling force because it does not appeal to the present ideas of the shopper. It is so much lost effort, because it lacks the appeal to the immediate need.

Moreover there is in certain sections a large class of people who go away for the summer time. All these articles will be necessary in putting to rights the summer home, and a judicious display at this season may result in a good sized order that would otherwise be lost to the store. It is well at all times to make a definite appeal to a definite known need and one of the most pronounced needs at this season is for this type of goods.

NEW SLANTS ON OLD PROBLEMS

(Continued from page 105.)

But for that very reason, because we hate war and strife, we want to get this task done and over with as rapidly as possible. The only way to do that is to hit hard—to strike heavily and rapidly—to put every ounce of energy we have or can gather into the blow—for the shortest way out is through! To the end that as few of our boys may lie in Flanders graves as possible, we must send as many as we can as quickly as our utmost energy and intelligent co-ordination will enable us to do, to crush the Prussian.

Instead, therefore, of figuring whether there is true economy in cash-and-carry or other individual conveyance of merchandise home, perhaps this may be a better plan:

Let us figure that the million odd housewives of the country save 15c each day in one way or another through doing themselves certain things they used to pay to have done. That means a saving of $300,000 a day. That sum would provide 6,666 shells at $45 each, or 18,750 shells at $16 each—EVERY DAY—either of which would help **some.** And, in view of the fact that this $300,000 is saved and conserved out of the sky, something which could not be obtained in any other way, what matters arithmetical calculations which demonstrate that those women expended energy which, in ordinary times, might be sold or turned to the production of commodities of peace to the value of $1,000,000?

What Is Money Worth?

Too long have we been accustomed to think in terms of money. It is marvelous, and most inspiring, to note how rapidly we are readjusting our point of view.

In face of the supreme trial of civilization which now faces the world, old notions of value must be discarded. Let us try to think of all factors and not make light of any personal effort directed toward the fulfilment of our country's great task.



Handling Summer Resort Trade

Eliminating Losses, the Bugbear of Summer Resort Trade, by Proper Packing of Deliveries—Putting a Salesman on the Job the Only Way to Get Business

"DOING business with summer colonies may or may not be profitable according to the way in which it is handled." J. J. Hatley, Orillia, Ont., do a large business in the summer time with the summer resorts that surround the town, and their opinion is voiced in the words of A. E. Hawkins, the manager of their grocery department quoted above.

The firm had been going after this business for a goodly number of years, and after the first few seasons they were surprised to find the little net profit that appeared to be shown for the energies devoted to this business. There was plenty of profit, but in one way and another the profit seemed to be eaten up in small difficulties and breakages.



After considering this matter, they decided that if it was to be made profitable it must be handled in a systematic fashion, and the services rendered be the service actually required by this kind of trade.

Putting a Salesman on the Delivery

First of all they considered the important matter to be that of the driver of the delivery that served these resorts. The driver had to be a representative of the store and more than a delivery boy. His work took on something of the nature of the traveling salesman. He visited the different homes one day and took orders for their requirements, and the next day delivered them, and took further orders. He made probably 50 to 60 calls. Some of them of course represented only small items that in the ordinary course of things would not have been worth the trouble, but in the main the orders were for substantial lists of supplies, and in this way the delivery rig left each day with a full load that showed a substantial business. The business must be good, or it would not pay, for the trip would mean the covering of about ten miles of road, and with the delivery leaving at 9 a.m. it would be about three in the afternoon before it was back at the store, so that it required the bulk of the time of a man and a delivery rig.

With the orders from some sixty families however to be figured on it was well worth while. That is it was found to be well worth while when there was a salesman and not a mere order taker on the delivery. The housekeeper will remember a goodly number of things, but the things she forgets or does not think of are usually the things that show the most profit.

A Special Handling Service

Then there was the matter of loss that had been such a troublesome item in the early days of the business. It was found that the sort of treatment that was good enough for an ordinary town delivery was not good enough for a long trip or over country roads; that was discovered from a multitude of experiences, of broken eggs and broken bottles and bruised fruit. Of course all this loss was borne by the store, and it made a big hole in the profits, till it became a practice to give to the putting up of these deliveries a more than ordinary care. Everything in the least perishable that goes out on this delivery is put up in cardboard boxes, and carefully packed in excelsior or cut paper. For this purpose boxes are saved throughout the year and carefully kept for this purpose. With this care the element of loss can be practically eliminated. Of course this entails extra work, but as this trade pays the full retail price with a small percentage added to cover the extra cost of service the slight extra time taken is not a matter of great moment.



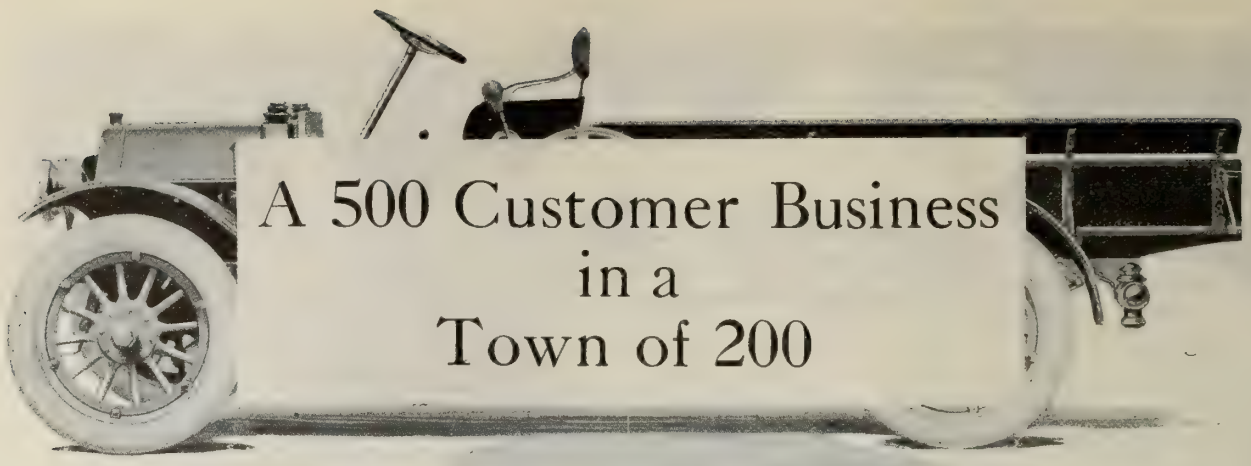
Cultivating the Favor of the Customer

Then, too, this system satisfies the customers and puts them in a favorable mood toward the store. When under the old regime the driver returned with a half dozen of broken eggs gathered from several orders, and a pound of two of bruised tomatoes, it was a loss in money to the store, but more than that, it was a loss in favor on the part of the customer served. The customer had probably been counting on these same tomatoes for the evening meal, and being compelled to change her plans unquestionably left her with a slight animus against the store. To avoid those little annoyances is the first element of good service, and Mr. Hawkins states that this extra care in service has been found to be of value not only in the losses saved, but in the good feeling that has been maintained toward the store.

The Summer Trade in Meats

One of the forcible arguments in holding this summer trade is the large service offered by the store. In addition to the grocery department there is a very large meat department, and the delivery to the summer places looks after them both. One of the important items of the trade is in cooked meat. It is an easy matter to sell these goods in the summer time, even at their present prices, they find because of the saving in labor in the warm weather. Fish too has been an outstanding good item with this trade.

In summing up the business, Mr. Hawkins stated that anyone can handle this summer business, but whether it is worth the handling or not depends entirely on the care that is given to it.



A 500 Customer Business in a Town of 200

IT is not a city, not a large town, not even a small town where W. R. Browne & Son conduct their thriving store; it is in Cherry Valley, one of Ontario's many bright villages having a population of about 200. At first glance it would appear that there was a very limited scope for big business, and if the members of this firm were content to sit back and wait for customers to come to them, most certainly they wouldn't be doing the business they are to-day. It is by extending their territory, by going out after the trade that W. R. Browne & Son are to-day doing a volume of business which would do credit to a town or city many times the size of their village.

Trading With the Farmer

The bulk of trade handled is that done with the farmers as they are situated in a farming community. But how to get the trade of farmers who are nearer the county town or some other shopping centre was the point to be considered. The idea of a limited scope for their activities did not appeal to the members of this firm, so first of all a wagon, loaded with staple groceries, hardware, dry goods, etc., was sent out and brought the goods right to the farmers' doors. The farmer in whose district Browne's wagon went did not have to face a long drive in disagreeable weather; Browne's driver became a regular caller and rendered a measure of service which the farmer was quick to appreciate.

Dobbin Replaced by Motor Truck

The horse to-day has been supplanted by a motor truck and a day's round trip now means about a 45-mile drive—20 to 25 miles away from headquarters and back by another route. That is covering territory and as Philip Browne states is the only way in which they can get and hold the trade for their store.

Deliver Orders to Farmers' Doors

But they are getting it and holding it, too. On the day's trip, orders for the following week are taken—the farmers can intimate what they are going to need, be it a package of tacks, a pound of tea, a spool of thread or an automobile tire and the following week it will be delivered to their door. Think what a measure of service this is to the busy farmer, especially during his spring seeding or fall threshing when every hour, every minute on the farm is fully occupied and a half day's trip after supplies can ill be spared.

> IF you lived in a village of 200 souls would you figure that you had a chance? Would you figure that it was possible to serve 500 customers?
>
> Well it is. And here is the proof—Cherry Valley, Ontario, is a small town of not more than 200 people, and Browne & Sons' customers number upwards of 500. Not all of them come to Browne's store to deal. Browne goes to them. He goes with a motor truck loaded to meet their every need.
>
> Browne's store is located five miles from the county town and railway station, but Browne sells goods right in that town and to the municipal officers of that town. Browne goes out after business and gets it.

The delivering of orders, however, is not the only function of the motor truck and its load. As stated above, staple articles in everyday use are carried on the truck for sale and items which the farmer may have overlooked are usually available. The average wholesale value of goods taken out each day is $700.00, and it can be seen that a fairly wide range of merchandise could be included. The driver is more than the man who guides the wheel of the truck, he must also be a salesman and one of tact in handling the many types with whom he meets.

The Driver a Drummer

Speaking then of the man who looks after this end of the business as a salesman, it is to be noted how he drums up new business. In calling on John Jones he learns that a near neighbor is anticipating building a barn, remodeling his house or talking of painting. Down in his little book goes a memorandum and if possible he secures further details from this neighbor. Failing in this, however, he turns in this man's name at headquarters and action to secure this business, whatever it may be, is at once started.

Following Up Prospects

Mr. Browne used as an illustration of their follow-up system the matter of roofing. Assuming that Frank Burns was going to put a new roof on his house, this firm sit down and write to the manufacturers of the roofing which they handle and a circular letter outlining the many points of value in connection with this brand of roofing goes direct to this man Burns from them. Browne & Son are named as agents in the district and they also send out a circular letter, along with prices and samples. When these have gone forward, one of the members of the firm usually steps in his car and makes a personal call on the farmer. The result may not always be a sale, but at least a friendly spirit has been created, for Burns likes to feel that his business is appreciated.

Now It's the Motor Truck Salesman-Buyer

The motor truck salesman is also a buyer—truly a man of many activities He buys the eggs and butter which the farmer's wife has to sell, he pays her as much as though she drove five, ten, or twenty miles into town, besides assuming all risk as to breakage in transit. This business is handled either in trade or in cash. By that is meant if the farmer's wife has any purchases to make and wants her eggs or butter to pay for them, that method is satisfactory, or Browne & Son will purchase the eggs or butter outright and give her the cash. There is no obligation to trade in their produce. Practically all of the egs which Browne & Son handle are shipped away to the

larger consuming centres. In the peak of the producing season, this firm ships on an average about 3,000 dozen per week.

Making the 'Phone Work

Since the 'phone has become so universally distributed throughout the country, this method of placing orders is used extensively by the farmer's wife. The day prior to a trip over a certain territory is usually a busy one on the 'phone from residents along the route. But this firm do not expect too much of the farmer or his wife in this respect. They have specials to offer quite often, so they get busy on the 'phone and acquaint their customers of the fact. The results are obvious—when the truck calls the next day it is loaded with orders taken over the 'phone in addition to those secured the preceding week on the trip.

Close Tab Kept on Credits

Asked as to whether it was found necessary to do much credit business, Mr. Philip Browne replied in the affirmative. "Our heaviest calls for credit," Mr. Browne stated, "are from February 15 to June 1. This period is rather a non-productive one as far as the farmers are concerned, and to the limit of our ability we are willing to help them out. However, we are able to keep a very close tab on all goods going out and probably our knowledge of our customer's means is more intimate than most storekeepers. This is accounted for by our weekly calls right at his home. There are those to whom we are willing to extend all the credit they want—there are others again upon whom we set a limit and beyond that limit we will not go. Accounts are sent out every two months and if returns are not forthcoming we make use of a follow-up system in addition to having our truck salesman-buyer and now collector watching matters closely. The loss we sustain through poor credits is practically nothing at all. We are easily able to tell whether a man is buying goods elsewhere instead of giving us a fair share of his business. When he is a strictly cash customer, he is entitled to buy goods wherever he likes, but when he owes us money we make it a point to see that he doesn't give the other fellow all the cash and us the credit."

Truck Headquarters a Thriving Store

But though the road business is a big end of the trade handled by this firm, Mr. Browne states that the business they do in the store itself is outstripping the other materially. "We are now well known, and the range of goods we carry in the store is most certainly larger than can be handled on a truck. The farmers and their wives are coming in increasingly large numbers to the store where we have a wide selection of goods for them to choose from. I do not think we will dispense with the truck, however, for some time to come. The truck reaches some customers whom we very rarely, if ever, see in the store. We cannot expect farmers twenty miles away to come to us when they can reach our county town by driving half the distance. That is why we go to them—we have that competition to meet and it is the only way that we can overcome it."

Where Aggressive Tactics Win Out

Aggressive tactics, coupled with service, have built up the Browne & Son business to its present standard. Looking into the hardware department, how has this been exemplified? The question of roofing as outlined above is one example and in the new branch of the hardware department—automobile accessories—is found another. A year ago last February this firm received advice from the manufacturers that an advance in automobile tires was to be put into effect.

Worth While Tire Business

They immediately secured a list of car owners in the town and county from the license issuer and with this made use of the telephone. In that month they sold $1,300.00 worth of automobile tires —over the 'phone. They protected their customers against the advance in price



A man whose business is worth going after.

which was to come and secured tire business right in the county town where the stiffest opposition might be expected to develop. During the past year this firm sold between $5,000 and $6,000 worth of automobile tires and intimated that the net profit from this department during 1917 was greater than their total sales of the previous year. It was a case of going after the business and getting it.

Browne's Interpretation of Service

The little word "service" though only containing seven letters, can be built into big meaning. Mr. Browne quoted two or three instances where customers in motoring had experienced tire trouble during their summer's travels. They remembered the 'phone call of February and in turn 'phoned to Browne's to see if they could help them out. Browne's did—though it may have meant a trip of four or five miles; this was part of their service and a new tire was dispatched to the scene of disaster post haste.

Wholesalers in Some Lines

Browne and Son handle oil and gasoline in a wholesale way. They also have a tank wagon containing 310 gallons which they send out from the store and do a very big business with the fishermen. Their business in all amounts to about 14 carloads a year.

In addition to oil and gasoline they handle wholesale tobaccos for the county. They have two warehouses in town—where all shipments come and in which they keep their surplus stocks. It is only necessary for their customers in the town to 'phone their orders in and delivery of same will be made in about 20 minutes' time if it's a rush order. Cherry Valley is located about five miles from the county town, but the service rendered to their town customers does not suffer as a consequence. It must be remembered, of course, that all orders handled are not rush orders, and delivery of orders can usually be made on the regular trips to town. All this firm's goods have to be trucked to their store, which means that trips to the town are frequent.

Selling Sweets

The candy end of the grocery department has been a big one. Up until one and a half years ago when the help question became so acute, this firm manufactured 90 per cent. of the sweets they sold. However, for the present they depend on outside manufacturing but when more help is again available, the local product will again be in evidence.

Groceries, Flour and Feeds

The grocery department is carefully arranged and a display counter with thirty-six sectional glass fronts behind which the usual class of goods is shown greets the customer on entering. Across the back of the store biscuits are similarly displayed. Getting the goods out where the customers can see them is the policy of the store. Separate display cases are used to show cigars and cigarettes, cheese, candies, dry goods, cutlery, auto accessories, etc.

Sales of flour and mill feeds are made in large quantities. A separate room for flour, free from dust and dampness, is provided. Mill feeds move out pretty freely, one case (an exceptional one) being cited where a car recently reached town on Monday and was all sold on the following Saturday. A carload usually lasts from two to four weeks.

Making Use of Display Windows

The display windows in the store are used largely in the display of many lines of hardware. They are kept clean and a bright, attractive arrangement of seasonable lines is always provided for. The displays are changed every week or ten days and are carefully watched by the passer-by.

The advertising done by this firm consists of both newspaper and circulars. Circulars are used more extensively owing to their covering more directly the territory covered by this firm's ac-

(Continued on page 118.)

The True Story of Jones & Nixon

Showing How Nixon, the Junior Clerk Turned Picnic Trade to Good Account—Read This Story and Tell Us Who You Consider Had the Right Idea, Nixon or Jones.

By C. J. Morris

(Continued from Issue of March 15.)

"WELL, Nixon," said Jones, "I am not prepared to argue that point just at present. All I know is my expenses average 20 per cent., and if I am only making 15 per cent., I am losing 5 per cent., which I have got to make up on something else. But since speaking to you yesterday I have been thinking the matter over from your point of view, and I realize that it is not your fault that we have to sell sugar at a loss, and you are just as much entitled to credit for your good work as if it had been anything else you had sold. I have, therefore, decided to give you the raise you asked for at once, and when you have completed your year here, which will be shortly, I propose giving you a further raise on a higher scale than I usually give.

"I do not want you to run away with the idea, however, that I am doing this because I am making money out of sugar, which I am not. I am doing it because I always like to recognize merit and encourage energy and industry, and I am pleased to acknowledge that you have given every proof of these since you have been here."

Nixon was about to reply, when Jones continued: "Wait a minute, Nixon, there is something else I was thinking of doing. Some of the best profit-making lines we have are those olives, pickles, potted meats, and other things on that second shelf behind the back counter. Now we have several cases of these things on hand altogether, but they don't seem to go very well. It occurred to me that if you could sell sugar as you have done you might be able to sell these things. They all carry a good profit—I daresay an average of 35 per cent. all round—and if you could do as well with them as with sugar there would be a profit worth while. Now, think it over during the day, and let me know this evening what you have to suggest."

Nixon thanked Jones, and returned to his sugar counter to ponder over the new proposition put before him.

Now Jones' store was a corner one, and had two excellent windows. The front one Jones made good use of, changing the goods displayed in it nearly every day, and it no doubt aided sales considerably. The side window, however, although in a very good position to catch the eye of all people coming toward the store, was somewhat neglected, perhaps because it was rather narrow and not very easy to get at. Nixon thought that if he could get Jones to give him the use of this window for his new lines he could make an excellent display there which would help sales enormously.

He explained his ideas to Jones that evening. Jones agreed, and it was arranged that the next day being Wednesday, and a half-holiday, Nixon should start trimming his new window on Thursday morning.

On the Wednesday Nixon was in high spirits and during the morning started bringing in from the warehouse some of the goods which he required for his window display. Just before closing time, however, his high spirits received a cold douche when Jones called him into the office and explained that he had received an offer from the real estate people, whose office was in the next building, to rent the side window from him for a year for $250 for the display of house plans, etc.

"I have not given them a definite reply yet, Nixon," he continued; "they do not want it till the beginning of the month, but you had better do nothing further in the meantime."

There was no time then for Nixon to discuss the matter, as Jones was off for a picnic with the church choir, of which he was a member, and would not be back till late that night.

Not back till late! That gave Nixon an idea. Why could he not spend the rest of the day fixing up the window before Jones returned, and so have it ready to start business the next morning? If he could do this he would soon be able to show Jones that it would pay him better to keep his window than to rent it. The amount offered was less than $1 a day, any way, and he could easily earn more than that with it.

Nixon did not take long to make up his mind. After a hasty lunch, he was back again in the store with all the blinds down fixing up his window, taking a shelf down here, adding another one there, and by half-past five he had the shelving ready, and there remained only the trimming of the window. He decided to finish everything before supper. Opening the cases of the various products and arranging the window to his satisfaction occupied him till half-past eight, and with half an hour occupied in clearing away, he had everything ready for the morning opening by nine o'clock.

Jones was considerably surprised the next morning to see what had been done, but he could not but experience an appreciative feeling of the energy and initiative which had prompted Nixon's action, so he said nothing, but awaited results.

At the end of the first day there was not much to show in the way of results. Nixon had been hammering away at every likely prospect from morning till night, and although there was not much to show in the way of sales, he had accomplished a large amount of spade work, which was likely to have good results in future. However, he had managed to sell about half a dozen bottles of olives and pickles, which would not have been sold in the ordinary way. These goods he had featured prominently that day.

On Thursday night it occurred to him that on the Saturday there were several picnics taking place, and that if for the Friday and Saturday he could make a striking display of anything likely to be used by the picnickers it might bring him good results. He, therefore, decided to change his window trim entirely that night. He quickly went through the stock and selected everything he thought likely to be productive of sales. Tinned milk and cream, coffee and chocolate essences, which only required the addition of hot water, salad dressings, potted meats; in fact, everything which might add to the attraction of an al fresco meal, all were given a place in Nixon's second-day window trim.

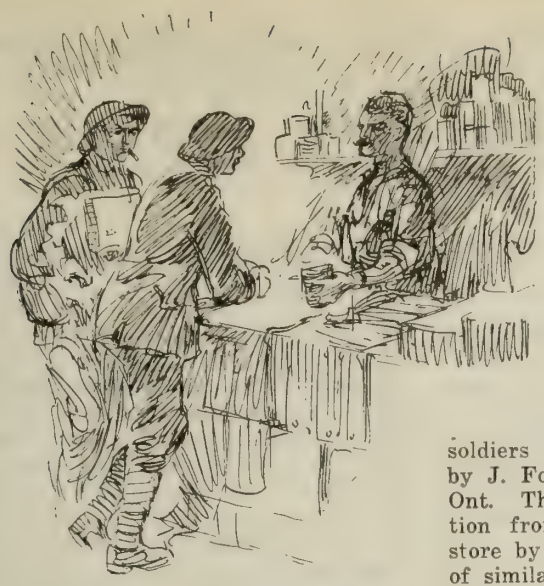
Friday's results were better than Thursday's, but they did not amount to anything extraordinary. Two things, however, struck Nixon. Firstly, he had three or four inquiries for the olives which had been in the window the previous day, but which he had taken out to make room for other goods; and secondly, several persons entered to inquire the price of various articles.

This proved to Nixon's mind that he ought to have marked the prices of the goods. He, therefore, set to work that night after 10 p.m. and hunted up some small shield-shaped price cards which Jones had bought some time previously, and these he inscribed with the prices and attached one to each different article in his window. He also found room to reinstate a few bottles of the olives.

The effect the next day was magical. From early morning till 2 p.m. Nixon had all he could do in between attending to his sugar sales and his other work to supply customers with articles shown in his window display; in fact, on two or three occasions he had to beg the assistance of one of his fellow-clerks. The evening's trade, too, was considerable, and on the whole Nixon felt thoroughly justified in going to Jones on Monday morning and claiming that Jones would be much better off in keeping the window for his own use.

Having regard to the excellent margin of profit shown on all Nixon had sold, Jones agreed, and it was further arranged that if the business continued as it had begun Nixon's younger brother, who was looking for a start in the business world, should be brought in to do Nixon's former work, which the latter now would not be able to find time for.

(To be continued.)



For the Boys Over There

Encouraging a Business That Brings Comfort to Others and Profit to the Store—Gaining the Customer's Favor by This Special Service. —What Some Merchants Have Done With This Trade.

THERE are some opportunities that knock so loud that they simply can't be neglected. That is about the situation with the trench box idea at the holiday season. When everyone was making a demand on the merchant for parcels to send to the front for Christmas, the idea began to interest him, and almost everyone was doing some business in this line. With some merchants it petered out, however. They thought it was not worth while bothering with, and simply dropped it. There are a large body of merchants, however, who continued at the business even when opportunities knock and become less importunate, but stuck with it and gave their customers a service that they appreciated throughout the entire year, and found to their satisfaction that in the long run this service had paid them handsomely. The customer appreciates it, is glad of the assistance and suggestions that may be offered and has a better feeling toward the store because of the service rendered.

C. McCausland, Paris, Ont., has been laying stress on this business for some two years, and has found that in that period there has been a marked improvement in the sale of the goods, especially featured for this trade.

The management of this store is always on the watch for dainty packaged goods suitable for overseas parcels and has succeeded in arranging an extensive stock of such lines. Mr. McCausland has found it unnecessary to establish a separate department for trench goods, but believing in the efficacy of the windows he has a window of overseas goods displayed every few weeks. No packing of parcels is done. Mr. McCausland finds that since the sale of overseas goods was commenced in his store, a number of lines formerly unknown in the store trade are now enjoying a good sale. The overseas department has served to increase total sales by the introduction of new lines.

A Novel System

A novel system of sending parcels to soldiers at the front is being followed by J. Forde & Co., grocers, Brantford, Ont. The plan provides for the selection from samples of articles in the store by customers, and the forwarding of similar articles to the trenches from a point in France. All arrangements are made by mail through an agency in New York city.

A package packed according to military regulations and delivered to soldiers in France, Belgium and Flanders at a cost of $5.00 includes the following assortment: Cigarettes, chocolates, figs in tin, dates in tin, paté de foie gras, sardines, fig marmalade and other delicacies.

The distributing office in France communicates with the party to whom the parcel is addressed before it is forwarded and if delivery cannot be made the sender is informed.

To-Day's News at Bradley's

Over There

If you could attend the arrival of your parcel "Overseas" —see the smile of the receipient as he proudly carries it away to his quarters, be present each night—and see your boy enjoy part of the contents of your parcel—then we know more parcels would go overseas every week.

Bradley's Overseas Boxes are packed with the "eats" that are desired, made up from experience. If you have a small personal gift you want to enclose it will be safely packed, and without extra charge for packing. Boxes supplied at actual cost; the best value we can possibly heap in for the sake of those who receive them.

An assortment of prices, but our most popular box at present is:

$2.00 France
$3.00 England **Postpaid**

JUST TRY BRADLEY'S WITH YOUR NEXT GROCERY ORDER

Bradley & Son

Phone 232, 1233 St. Paul St

How Bradley & Son, St. Catharines, Ont., keep the trench goods business before their customers

Assistance Gladly Received

D. Nicolson, Roncesvalles Avenue, Toronto, keeps the needs of the boys at the front constantly before the minds and eyes of his customers. From time to time he decorates windows with suggestions as to goods that may be sent overseas. He has three brothers in the trenches, and their parcels go forward regularly, perhaps that helps to keep the matter in his mind, but in any event it is there and it means a considerable item of trade. Mr. Nicolson keeps a stock of mailing boxes constantly on hand, and the goods sent in his experience largely come from his shelves. There may be a pair of socks or a muffler or something of the kind enclosed but the bulk of the box is drawn from the grocer's stock. He finds that customers are eager for assistance in the way of suggestions as to what shall be sent. In his experience, tinned meats are one of the popular lines, and next to that come the coffee and cocoa drinks, beef extracts in various forms, jams in tins and chocolate and chewing gums. All have their place as well as many other lines that suggest themselves to the visitor to the store.

T. A. Rowat, London, Ont., also have made the soldiers' box a factor in the store trade. They ordered 1,500 boxes last fall, and in the Christmas rush and in the months that have followed they have disposed of them all and have now another large order due. The bulk of these boxes were filled at the store with the store's goods, though where the customer requested it the empty box was willingly sold. There was not much chance of that box going forward without something at least of the store's goods finding a place in it.

Wykoff & Gafney, London, Ont., have also gone into this business and especially at the holiday time have found it a most effective business.

(Continued on page 118.)

Hints From Here and There in the Trade

Ideas That Other Merchants Have Found of Value

Avoiding a Possible Loss

F. A. Wilson, St. Catharines, Ont., has found his cheque book a valuable record to keep. So he has adopted the system, when his cancelled cheques are returned to him by the bank he pastes them all into his cheque book against the stub to which they were originally attached. In this way he has a personal history of all the cheques that he has issued. Where is the value in this idea? On one occasion, through a mistake two cheques were made out to cover the same item. They were both cashed, but the second cheque was not cashed till some months after the stub for the first had been returned. In the ordinary checking over of these returned cancelled cheques this mistake would probably never have been noticed. But there were the two cheques both issued and both cashed, whether knowingly or in error it is hard to say.

On another occasion Mr. Wilson discovered that a cheque had been raised. It wasn't of a large enough amount to arouse his suspicion, had he been merely going over the vouchers returned by the bank. But attached to the original stub, the thing was made patent, and the change in the amount on the cheque readily discovered.

This record is a very satisfactory way, too, of keeping track of outstanding cheques that are liable to be deposited. Such a system obviates the unpleasant surprise of finding an overdraft at the bank.

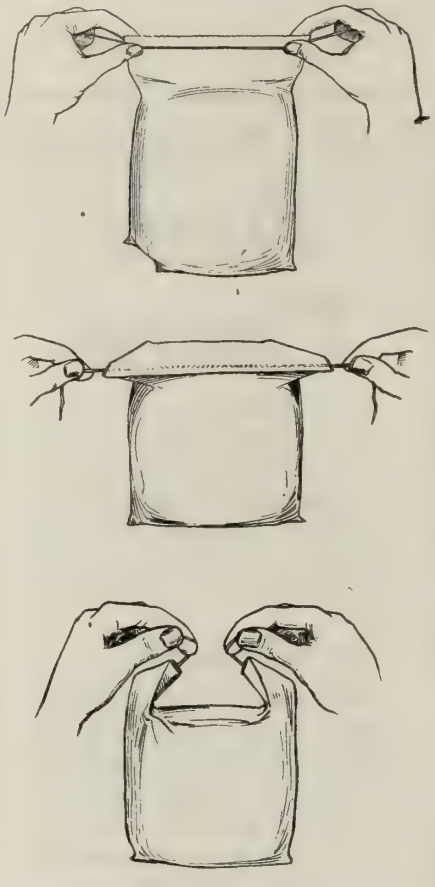
The Psychology of Prices

An American store recently held a sale of a certain article at 9 cents each, displaying the merchandise in its window and advertising it in the newspapers. The sale lasted one week and the store did $300 worth of business in that particular article. A sales manager from another line of business asked the store proprietor to allow him to put on exactly the same sale using the same kind of merchandise, the same window display and the same amount of newspaper space, but changing the price to 11 cents, instead of 9. The proprietor consented, the sale was put on a week later in exactly the same way except for the difference in price and under the same circumstances as to weather and buying prospects, and at the end of this week the store had done $500 worth of business on that article, almost double the first sale. The result was accounted for by the fact that at 9 cents people thought the merchandise was reduced from 10 and at 11 cents they thought it was reduced from 15.

To Tie a Bag With Three Inches of String

J. Richardson, 1126 Gerrard Street East, Toronto, has a novel way of tying a bag that requires only three inches of string, and yet makes a firmly fastened parcel. This little bit of knowledge has saved him 75 per cent. of his original twine cost.

The bag is closed according to the usual method, as illustrated in the three



sketches accompanying. Under the first turn of the bag the string is placed and when the final turn is made it is in the centre of these folds as shown by the dotted line; the corners are then turned over as shown in the bottom figure, bringing the two ends of the string together. These ends are tied. The result is a firmly packaged parcel at the expense of three inches of string.

A Window Display Idea

A store on St. Patrick Street, Toronto, has enlarged the selling power of their window, by the use of two oblong wire baskets that are suspended from the ceiling of the window by a fine wire. On these baskets are placed pyramids of bright colored apples or oranges that can be seen for a considerable distance. The bright tinned finish of the baskets does not detract in any way from the attractiveness of the display.

A Changed Arrangement

The arrangement of shelves in the grocery store is inclined at times to be a little bit monotonous with its straight lines. The J. J. Hatley Store, Orillia, varies the appearance somewhat by arranging their shelf display in a half circle instead of on a line with the front of a shelf. The points of the half circle are against the wall and the widest part at the centre of the shelf. This gives a certain novelty to the appearance of the store, and permits of the accentuation of one particular item in the display, by placing it immediately in the centre of the circle, where all the lines will recede from it.

Keeping the Display Down

The chain store as a rule has a pretty substantial reason for any policy they may adopt. One of the policies of the Lyndroute Stores, Toronto, is "Keep Down the Display." There is no reason, says Mr. Robson, the secretary of the company, to keep all your stock on your shelves, and where you build your displays up tight against the roof you dissipate their value. The display of too much of a stock is not a selling factor, but may prove the reverse. For that reason there is a line on the wall in all of the 16 stores of the Lyndroute chain beyond which no display of goods is supposed to extend. This line is in the form of a border to the decorations, but that is its real reason, to keep the store displays within actual selling bounds.

To Prevent Sprouting in Potatoes

Care should be also taken of potatoes, as they will rot and begin to sprout in warm weather. If the potatoes begin to sprout, it is well to go over them and remove the sprouts, which may easily be done by rubbing, the clean potatoes being transferred into new containers, or by shovelling them over inclines made of three-quarter inch wire screening. This should have sufficient pitch to permit the potatoes to roll into another bin. At the same time, any potatoes which have rotted may be removed.

Handling Canned Goods in the Summer

Goods Almost Indestructible if Properly Handled — How to Care For the Surplus Stock—Heat the Greatest Enemy—Reasons For Featuring Canned Goods Now

THE spring and summer season creates a very extensive demand for canned goods of all sorts; the spring because they provide foods that are otherwise unobtainable, and the summer because they obviate the need of much cooking in the warm season.

The spring months of this year should see a more pronounced sale than ever in these lines, because there is every possibility that this season again the embargo on canned goods will be imposed. During the spring season when there is a general scarcity of fresh fruits and vegetables, it is perfectly permissible for the merchant to lay special stress on these goods, for in so doing he is relieving the demand on other more necessary foods. Moreover, we are facing the expectation of a very large pack this coming year, with the possibility of lower prices, so that it is good policy for the merchant to carry over as little stock as possible in these lines. That is a word in season for the merchant to sell these goods while they may be sold, and at a time when his efforts will be making the country better off rather than poorer.

There are a good many merchants who have the general impression that canned goods are a line that will look after themselves, that they are practically indestructible. With these goods properly cared for there is a reasonable ground for this assumption. Canned goods that were packed 25 years ago have been opened and their contents found to be perfectly wholesome, while innumerable instances are on record of chemical analysis of goods packed from 5 to 10 years being absolutely as satisfactory in quality as newly packed goods.

Need Care in Handling

That does not mean, however, that the merchant can play tricks with his stock of canned goods and expect to carry them in stock for any length of time and find their quality maintained. If the merchant wants to keep his canned goods for any length of time, even indeed if he wants to get satisfaction from these supplies in a season's trade, he must give them every bit as much attention as he would give to other lines of goods.

Among the first things to be considered is a dry storage place. Put canned goods in a damp cellar and you have and will deserve trouble. It doesn't take much brain power to discover the reason for this. Tin is the product used for cans, and tin is peculiarly susceptible to rust and a very little rust may mean a hole, and that means fermentation and possibly bursting cans and leakage over other cans till cases may be destroyed, while the grocer is congratulating himself on the indestructibility of his canned goods supplies.

Keep Goods Dry and Cool

Dry storage is probably the first factor, and cool storage the next. The ideal temperature for this storage is 40 to 50 degrees Fahr. The boxes should be piled clear of the walls and raised somewhat from the floor, and they should not be piled in solid blocks, but with an air space between the rows to permit of the free circulation of air. Moreover, they should be piled on their sides rather than on the flat so that in case of there being a leak somewhere the moisture may drain off the cans and cause no deterioration in quality or appearance. Also it is claimed that there is less danger of swells when the cases are piled in this fashion as the contents of the can strikes both ends, and leaves no air space.

Some Varieties More Susceptible

All canned foods with seeds, pits, or acid fruits are more liable to spring or swell than are the starchy foods, as a result these goods should be given the coolest corner in the cellar. If the cellar has windows letting in the sun, see that these are properly screened while the sun is from that direction and see to it that the sun is not allowed to beat upon these cases. Have the store room windows barred so they can be left open at night so that they will receive the benefit of the cool night air.

Heat causes more damage to canned goods than probably any other cause. If it becomes a case of putting these goods where they will roast or where they will freeze, let them freeze. Freezing will cause no particular damage if proper precautions are taken. The damage that can result is not in the quality of the goods being affected but merely that in thawing out the cans will sweat, and unless this moisture is removed the tins may rust. Consequently any storage that alternately freezes and thaws will be repeating this moistening process a multitude of times, and the results will unquestionably be serious. The merchant who has a can of goods returned to him showing signs of decay should not at once conclude that the packer was putting rotten goods into the can in the first place. Decay in the can is due to a leak, which permits the air to enter, and does away with the protective quality of canning that is dependent entirely upon the product being hermetically sealed. A leak is due most likely to an imperfect can that the canner cannot always protect himself against, or it may be due to an error in the time given in processing.

Difference Between "Swells" and "Springs"

A leak can usually be detected by shaking the suspected can; the contents will rattle and the can will appear light in weight. A spoiled can that does not leak will almost invariably swell or puff at the top. These "swells," as they are known are of course unfit for sale. This is different from what is known as a springer. This is a failing of the sanitary can, and because of the bottoms not being strongly enough reinforced to withstand some of the rough handling that they are given. This often causes the top or bottom to bulge out and in many cases this condition is taken for a swell. A simple way of discovering whether this diagnosis is correct or not is to press on the bulged end, if it springs back into its normal situation and remains there and does not bulge at the opposite end, then the contents of the can are in good condition and fit for sale.

Too much stress cannot be laid upon the absolute necessity for cleanliness in the storeroom, and periodical examination of the canned goods' stock should be instituted. Some one clerk could possibly be delegated to keep watch over these reserve stocks, and with a little care there should be no difficulty in keeping an absolutely clean record as far as canned goods losses are concerned, and so one of the most important lines of the grocery stocks can be put on a thoroughly satisfactory basis.

DISTRIBUTION OF SEED GRAIN IN NEW BRUNSWICK

Owing to the scarcity of good seed in the eastern provinces of Canada, the Agricultural Department of the Province of New Brunswick is offering to the farmers of the province 56,000 bushels of oats and 18,000 bushels of wheat.

The oats will be sold for $1.43 per bushel, in bulk or car lots, or $1.38 in bags in car lots laid down.

Wheat will be furnished for $3 per bushel in bags, car lots, or f.o.b. distributing points for small orders.

Local freight to be paid by purchaser.

FRENCH COLONIAL EMBARGO ON COFFEE, TEA AND COCOA

The French embargo on the exportation of coffee, tea, and cocoa is effective in the French colonies, according to a cablegram of March 1 from Consul-General Thackara at Paris. By a ministerial decree of February 26 earlier authorizations to export these articles to allied and American countries are rendered void. Special permits must be secured in future for all shipments of coffee, tea, and cocoa to any country.

Urge Increased Rate on M.O. Catalogue

Dominion Board of R.M.A. Presents Important Matters to Government—Ask Legislation to Increase Charges on Mail Order Catalogues—To Make Keeping of Books by Retailer a Necessity.

THE annual meeting of the Dominion Board of the Retail Merchants' Association was held in Ottawa last week, and for the first time in the history of the board there was a full representation from every province represented. The president of the association, Horace Chevrier, Winnipeg, presided at the meetings.

There were a number of matters of interest to the retail trade at large brought up, and the bulk of these formed the basis of representations to the various branches of the Government whose province included the matters under discussion.

Take Exception to Some Points in Bankruptcy Act

While the gathering went on record as favoring some Dominion wide bankruptcy measure, they took strong exception to many clauses in the proposed act now before the Government, and urged that before any definite action were taken on the matter that ample time should be given for a full and open discussion of the various problems involved, so that the law when passed should not bear unjustly on any one class or section. They were given every indication to believe by Sir George Foster that the matter would on their representation be laid over till the next session.

Merchants to Be Required to Keep Books

The matter of the necessity for the merchants keeping books in view of the regulations now in force was also brought to the attention of the Government. The members of the Government interviewed seemed surprised that some action of this nature had not been already taken and it was intimated that legislation would be introduced at the present session to deal with this matter.

Ask Increased Postage on M. O. Catalogues

A resolution urging the increasing of the rate on catalogues and parcels by post was presented to the Government, showing that these cost for delivery 27 cents per car mile, while they were charged for only at the rate of 16 cents per car mile, a direct loss to the Government of 11 cents. It was urged that the Government increase this charge to cover the actual cost of the service and also that it be made compulsory that mail order catalogues be mailed direct from the head office, instead of being sent by freight to some point within the first zone system and there distributed. Some members of the Government expressed the greatest surprise that such conditions existed, and promised that the matter would have an early consideration.

The question of having banks issue cheque books with the stamps attached that the patron could purchase from the banks was discussed at some length, but no definite action was taken on the matter, it being felt that such an innovation might entail the continuation of this tax after the war.

There was a good deal of discussion over the Government proposals to curtail the import of goods described as luxuries. The board petitioned the Government to permit them to appoint a special committee to consider these restrictions, and to report to the Government before any definite action was taken.

Hardships of Merchants Called to Colors Presented

Another of the resolutions that was presented this time to the Minister of Militia called attention to the hardship that was caused to retail merchants who were called on the draft, and were given only a week or two weeks at most to dispose of their business and consequently it often entailed a serious loss. It was urged that the merchant in such cases be given a three months' extension to permit him to arrange business matters. Gen. Mewburn, the minister, admitted the justice of the claim and promised to give it serious consideration.

Small Bulk Weights to Be Standardized

A resolution asking for a standardization of weights for less than bushel quantities of fruits and vegetables was presented to the Government and was well received, the delegation being given to understand that such action would be taken in the near future.

In the matter of the sale of goods damaged by fire or water or through other causes, it was resolved that any such goods sold should bear upon them some mark to show that they had been damaged. This resolution was also presented to the members of the Government and was favorably received.

The Dominion Board offered the services of the association to the Government in any capacity that suggested itself, and further urged that a committee of retail merchants be appointed in every province that could be called together with 24 hours' notice and at a minimum of expense to discuss any points under consideration by the Government that might be of vital interest to the trade.

Some Details of the Licensing Order

General Merchants' License Covers All Activities—Confectioners Will Require License June 1—Peddlers to be Licensed—Pronouncements on Certain Articles

REPRESENTATIVES of the Dominion Board of the Retail Merchants' Association who were in session in Ottawa last week interviewed various departments of the Canada Food Board and were enabled to get several matters that have been troubling the retail merchants definitely cleared up.

Status of the General Merchant

In the first place there has been a good deal of uncertainty as to the status of the general merchant. The pronouncement of the Food Board is, however, that the general merchant is a retailer only and that the retail grocers' license covers all his activities, save where he conducts a well defined butcher business, or handles confectionery.

Confectioners to Be Licensed

All handlers of confectionery will be put under license on June 1. This order will take in every merchant selling a complete line of confectionery, or doing a business in ice cream or soft drinks in a separate premises.

It is pointed out, however, that this will make no particular difference, as while the merchant will have to take out two licenses the licenses will each be charged only against the part of the business that is licensed. For instance if a merchant were doing a grocery and meat business of $40,000 in about equal proportions his license fee on that business would naturally be $4.00 as his business in each department is only $20,000; his two license fees would only cost him $2.00 each or a total outlay of only $4.00. A grocery and fruit business handled together will require only one license.

Peddlers Will Be Put Under License

Action will very shortly be taken to place peddlers under license in the same way that retail grocers are licensed. This license fee will be in addition to their peddlers' license fee.

Some other interesting pronounce-

ments obtained were to the effect that there would be no modification of the prohibition against millers selling package flour in less than 20-pound packages. The idea of this regulation was, it was urged, the curtailment of demand, and this was becoming more imperative daily. It was hinted that this was only the first step in the campaign to curtail consumption in flours.

A decision as to the placing of certain articles that have been in dispute was given. Rye flour is not considered a wheat product, and consequently when pastry is made of rye flour there is no further restriction against the giving of the two additional ounces of wheat products under the restaurant regulations. Pork tenderloins are considered as offals, and therefore do not come under the regulations imposed against pork products.

These points may be of interest and moment to some of the members of the trade.

Where License Forms May Be Obtained

There are still many merchants who have not received application blanks for license. The license becomes necessary on May 1. The blanks may be had from Henry Amphlett, chief of the License Division, Canada Food Board, Ottawa. As Otawa is at some distance from some sections of the country, arrangements have been made whereby these license forms will be available from any of the provincial headquarters of the Retail Merchants' Association. If, therefore, any merchant has not received a form, he should make immediate application to the secretary of the R. M. A. in charge of the work in his province.

The names and addresses of these secretaries are as follows:

British Columbia—T. J. Corley, 424 Pacific Building, Vancouver; Manitoba—J. H. Curle, 305 and 306 Quebec Bank Building, 218 Portage Ave., Winnipeg; New Brunswick—F. P. Alward, 124 Prince William Street, St. John; Nova Scotia—J. Cuthbertson Doyle, corner Prince and Hollis Sts., Halifax; Ontario—W. C. Miller, 2 College Street, Toronto; Quebec—J. A. Beaudry, 80 St. Denis Street, Montreal; Saskatchewan—F. E. Raymond, Suite 403, Canada Bldg., Saskatoon; Alberta—W. H. Andrews, Suite 403, Canada Building, Saskatoon.

NO MODIFICATION OF LIGHTING ORDER

That little or no improvement could be hoped for and that there was a great possibility of further inconvenience being suffered in future was the substance of the reply of the power controller at Ottawa to a delegation of retail merchants who recently attempted to secure some modification of the order respecting store and window lighting which would allow a merchant to arrange his lights in such a manner as to secure the best results while not using more power than at present.

Attention was called to the manner in which present regulations were being evaded by some merchants who have installed higher candle power lights inside the store to help in illuminating windows. Sir Adam Beck stated that the police would be instructed to prosecute in every case where excessive lighting was in use.

The use of electric and gas lights in store windows and doorways on Saturday evenings only until closing time will be allowed, but no new exterior or window lights can be installed. Sir Henry Drayton promised careful consideration of the suggestions offered in regard to curtailing interior store lighting to allow of a certain amount of window lighting each evening, but it was indicated that nothing but further restrictions could be expected.

GROCERS MUST NOT SELL FLAVORING EXTRACTS IN LARGER THAN 2½ OUNCE QUANTITIES

The Dominion Act prohibiting the sale of flavoring extracts in larger than 2½ ounce quantities has become effective by the passage of the bill making the sale of larger quantities a criminal offence. It is contrary to the law now for the merchant to sell large sized bottles, or to sell by the dozen as has sometimes been the custom. That is a point that the merchant will be well advised to carefully safeguard. Inland Revenue inspectors are already laying information under the new law which will entail a considerable fine. Every precaution should be taken by the merchant to see that his clerks do not inadvertently overstep this law by selling in larger quantities than the law permits, as it is presumable that there will be the same incentive to such sales as formerly.

It is to be noted too that the act forbids the sale of flavoring extracts by any peddler.

The Summer Danger to Flour and Meals

Some Precautions That May be Taken Which Will Mean a Saving in a Large Element of Preventable Waste.

There is a very large element of loss that often has to be faced in flour and meals during the summer months owing to unscientific storage. The grocer should remember that these goods are particularly subject to outside influences, and can only be kept satisfactorily by maintaining the most scrupulous care in their handling and storing. There are certain grades, too, that are more perishable than others, and this is notably the case with the rough products. By observing the simple ideas set forth herewith, it will be possible for the grocer to largely protect himself against loss in this department. The most perishable lines of meals are those which contain a high percentage of fats, moisture or the outer coatings of the grain. To prevent such losses, particularly at this time when breadstuffs are so essential to ourselves and the Allies, the following instructions for the storing of these flours and meals are given:—

Should be Cool and Dry

Flours and meals should be stored in cool, dry, well-ventilated places; warehouses should be whitewashed and swept clean before these products are placed therein; large supplies should not be accumulated. If too large a stock is on hand, it should be reduced and the flours and meals in question should be consumed as soon as possible.

Keep Products Moving

Flours and meals which contain the outer bran coatings and germ of the grain will not keep so well as when these are removed. Whole wheat flour sterilized in the process of manufacture will keep much longer than the ordinary whole wheat product. Corn meal and corn flour made from kiln-dried corn, and which have the germ removed, will keep better than the same products made from corn which has not been so dried and degerminated.

Special care should be taken of the following products and these should be kept moving or be used as soon as practicable and should not be allowed to accumulate in the warehouse: Bran, shorts and middlings, corn products containing the outer coating and germ, such as so-called water-ground corn meal and grits, etc., oats and oat meals, graham and whole wheat flours, rye flour, barley flour, peanut meal, soya bean meal.

Circumventing the Weevil

To prevent flours and meals becoming infested with weevils the outside of bags containing them should be kept clean and swept often. All sweepings from warehouses should be collected and removed or burned, as these contain most of the adult insects, larva and eggs. Sacks containing flours should be kept in good repair, as this will prevent the insects from entering the bags. Weevils and other insects will not push their way through even the thinnest cotton bagging.

An Important Factor

Care should be taken in storing bags of flours and meals to have sufficient space between the tiers to allow abundant ventilation and to raise the bags sufficiently from the floor to exclude rats, mice and insects; also to permit cleaning of the floors without the necessity of transferring the product from one part of the warehouse to another. Insecticides must not be used on products which are to be consumed for food except by experts trained in their use.

NEW COMMISSION TO HANDLE BUTTER AND CHEESE

New Organization Will, it is Expected, be Able to Handle All Surplus Stocks of Cheese and Butter—The Personnel of the New Board

The inaugural meeting of the Dairy Produce Commission which replaces the Cheese Commission, was held this week in the offices of the Cheese Commission. The scope of the new commission has been materially enlarged.

In 1917 the Cheese Commission represented the Imperial Board of Trade. Under the new arrangement the commission represents the British Ministry of Food through the Allied Provisions Export Commission, located in New York. The Ministry of Food is prepared through these channels to purchase the exportable surplus of Canadian cheese, butter and condensed milk, of the crop of 1918. By an arrangement with the United States Food Administrator it will be possible to deal with these articles in such a manner as to ensure some parity of prices.

The personnel of the present commission is as follows:

The chairman of the Allied Provisions Export Commission, New York, or his deputy, A. J. Mills; Jas. Alexander, of Montreal; J. A. Ruddick, Dairy Commissioner, Ottawa; Dr. Jas. W. Robertson, representing the Canada Food Board; Jas. Donaldson, president Dairymen's Association of Western Ontario, Atwood, Ont., and A. Gerin, Coaticook, Que., representing the producers.

GOING AFTER BUSINESS AND GETTING IT

(Continued from page 111.)

tivities than the town newspapers. From one to three a month are sent out according to the season, and the range of goods which it is wished to cover.

Stock the Goods the People Want

This firm believes in carrying a complete stock. This was cited in reference to automobile tires and lenses. "We carry all sizes of automobile tires from 30 x 3½ to 37 x 5 inch," stated Mr. Browne, "in both plain and non-skid types. The same can be said of lenses of which there are many different sizes for the many kinds of cars. It is only by carrying a complete line that we secure and hold our trade and our customers are reasonably certain that we will be able to supply their needs at all times. These are only two items, but our stock throughout is marked by its completeness."

Hardware Department in New Quarters

The hardware department is in a new wing of the building. The business developed so rapidly that this action became necessary and there are already evidences that present accommodations are inadequate. In front of the store a gasoline filling station has been installed and Mr. Browne is now planning a "free air" service for motorists, many of whom pass through the village on pleasure trips as well as for business. The farmers throughout this part of the county are great motor adherents too, and appreciate the little touches of service in evidence in this store. Owing to the frequency of calls which the Browne truck makes on the farmer, a personal interest in the store sending out the truck is created and the farmer now motors in to the store to supplement the visits of the truck.

Standing Back of the Goods

When replacements are necessary or goods are to be exchanged, it is done with the greatest possible cheerfulness. "We make our customers feel and we want them to know that we are at all times willing to adjust matters to their entire satisfaction, and no questions asked. We exchange goods or refund the cash and try to impress on our customers we are as willing to do this when necessary as to sell them a $1,000 bill of goods," stated Mr. Browne.

A special room is devoted to the sale of wall papers. This enables the buyer to select papers without any interruptions and that this method of selling is appreciated is evidenced in the growth of business in this department.

The Personal Element Again

The personal element has been a strong factor in building up the Browne business to its present status. The farmer to-day appreciates service. The advent of the motor means that he is not confined to a small compass to do his trading and it is by keeping in close touch with him that the farmer responds and gives his trade to the merchant who goes after it. It is the attitude of "go-get-it" that has built up the Browne business and that attitude will always succeed when the "waiting" game remains just "waiting."

FOR THE BOYS OVER THERE

(Continued from page 113.)

Some Little Novelty

A. G. Bain & Co., Hamilton, Ont., have been active in this line practically since the beginning of the war. They have a pretty good record now of the customers who are interested in these goods, and make it a practice to keep before their attention any little novelty that may add to the pleasure in getting this box from home. They do not feature this business to the detriment of other lines but give it its proper place. To reach those possible buyers in the city who do not come to the store, they insert little inch deep readers in the newspaper, calling attention to some of the novelties that may be had for the overseas parcel.

Here, for instance, is a recent example:—

Butter For Overseas

Best creamery butter in one-pound tins, parchment lined, hermetically sealed, specially packed for overseas. Many other tempting lines suitable for sending the boys at the front. Boxes filled ready for mailing. We mail them for you.—A. G. Bain & Co.

F. A. Wilson & Co., St. Catharines, have featured this trade, by keeping a silent salesman constantly displaying suggestions for the soldier overseas, and have found it one of the effective services of this store. Through this means they have obtained a goodly number of customers who were strangers to the store before this business was started. Moreover, Mr. Wilson has found it of profit to him in other ways; through this means he has been able to introduce goods to people for sending overseas, and thus interesting them in the goods and leading them also to become purchasers.

The Needs of the Suggestion

Bradley & Son is another St. Catharines firm who have taken a decided interest in this business, and have featured it in every way possible. On this page there is illustrated one of the advertisements of the store calling attention to the needs of the boys at the front. They put up and pack these goods for their customers and attend to all the details that so often stand in the way of sending these parcels. They believe it is a real service for the store to perform, for if someone does not suggest this business, and look after the details of handling it, the chances are that a good many parcels will not be sent. Mr. Bradley is himself in France so there is good reason for knowing just what the boys over there really require.

B. E. Brown, Collingwood, Ont., considers this business well worth a little attention, and when his store was visited a brief while ago by CANADIAN GROCER representative there was an attractive window calling attention to soldiers' needs. Mr. Brown's store is well to one side of the town, too far out, he says, to catch the bulk of this particular trade, but there is a certain amount of business to be gained from it and it is a service that they are glad to give.

Wollbridge & Clark, Belleville, Ont., have for a long time given special attention to this trade. They have kept as a rule one table somewhere in a prominent position in the store, over which is a sign calling attention to the needs of the boys in the trenches, and to a list of the goods that may be sent. Cigarettes and tobaccos have been an important element with them along with a wide variety of other articles.

J. McTaggart & Sons, Vancouver, have made a great success of shipping apples to the front. The idea of the store was to suggest something different, something that would be appreciated, and would definitely represent the province from which the gift had come, therefore there was the box of British Columbia apples packed by a British Columbia firm for the B. C. boys at the front. By an unremitting care in packing and a knowledge of the varieties of fruit that would stand the journey the firm was able to do a business that satisfied their customers and that proved a trade-bringer for many other articles.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime Provinces

W. T. Wellner, formerly of the firm of W. W. Wellner, jeweler, Charlottetown, and recently with Ryrie Bros., Toronto, has returned to Charlottetown, P.E.I., his native city, where he has purchased from the estate of F. H. Sellar the retail grocery business known as Beer and Goff. He has remodelled the store and is continuing the business under the same name.

Quebec

J. E. Belisle, grocer, Montreal, has sold out.

G. E. Roy, general store, Berthier, Que., is dead.

J. H. O. Milot, grocer, Montreal, Que., has sold his stock.

Beaudoin & Couture, grocers, Montreal, have dissolved partnership.

De Tille & Co., grocers, Montreal, Que., have dissolved partnership.

L. Papineau, of St. John's, Quebec, was a Montreal visitor last week.

J. D. Colton of Colton Bros., general store, Ft. Coulonge, Que., is dead.

Among those visiting Montreal the latter part of the week were E. Roy and John Gagnon of Sorel.

The Sapho Manufacturing Co., Montreal, has changed its name to the Kennedy Manufacturing Co. Their office is located at 588 Henry Julien Avenue, Montreal.

J. D. Cameron of Winnipeg is in Montreal this week. While here it is his intention to open a Montreal office for his firm, the T. J. Coyle Co., Winnipeg. They are wholesale produce and provision brokers.

The Canadian Fisheries Association has made a change in the time and place for its annual meeting. This has always been held in Montreal and it was recently decided that for 1918 it should be held at Halifax. Formerly it was held during the winter, and this year's meeting will be held in the maritime city on August 5, 6, and 7. Efforts are being made to have a large representation.

Ontario

Chas. Barrett, grocer, Toronto, Ont., has sold out.

J. D. Carveth, grocer, Toronto, Ont., has sold out.

P. H. Gage, grocer, Hamilton, Ont., is giving up business.

Thos. D. Kennedy, grocer, Toronto, has been succeeded by G. W. Tiffin.

H. Coxon, general store, Granton, Ont.; has been succeeded by J. M. Bartel.

W. A. Herron, McKay avenue, Toronto, suffered a slight loss by fire recently.

E. H. Mullett, grocer, Toronto, has been succeeded by B. J. Holloway.

N. Sabourin, grocer, North Bay, Ont., is discontinuing business.

J. L. Lafontaine, grocer, Ottawa, Ont., has been succeeded by G. Langlois.

Wm. Inch, butter and cheese manufacturer, Arkona, Ont., has been burnt out.

Meakins & Sons, Ltd., brooms, brushes, etc., Hamilton, Ont., has suffered fire loss.

Canada Cigar & Tobacco Co., Ltd., manufacturers, Toronto, Ont., have removed to Montreal, Que.

Walter T. Ely the last surviving member of Ely Bros., wholesale charcoal merchants, Toronto, died recently.

Merchants of Belleville, Ont., have petitioned the city council to pass a by-law ordering the closing of stores at 5.30 every evening except Saturday.

Albert J. Carter, who for 22 years has been with A. Wolf, cigar manufacturer, as manager and city traveler, died recently after a short illness of pneumonia.

McKenzie & Co., general merchants, Thedford, are offering their business for sale. It is the intention of Mr. McKenzie, the manager, to move to California.

J. Cuthbertson Doyle, provincial secretary of the Retail Merchants' Association for Nova Scotia, was a visitor to Toronto this week. F. E. Raymond, provincial secretary of Saskatchewan of the R. M. A., was also a Toronto visitor this week.

The general store of Oliver Gare, Birnam, Ont., was burnt to the ground with the entire contents recently, when a lantern set fire to a gasoline tank. The fire spread so rapidly that nothing could be saved. There was no insurance on either store or stock.

The firm of Leacy & Shields, Pembroke, Ont., has dissolved partnership, Wm. Leacy and F. B. Shields dropping out of the business, while a new firm, to be known as the Bernard Leacy Co., and to be composed of Bernard Leacy, Jas. H. Kelly and P. J. Hennesy, has taken its place.

David H. Bedford, of Windsor, died very suddenly while attending the funeral of his sister at Gibsonbury, Ohio, recently. He was 68 years old and a native of Kent County, Ont. After being in business at Ridgetown for five years as a general merchant he went into the grain trade, operating both at Ridgetown and Thamesville.

Western Provinces

A. Kende, general store, Hoey, Sask., has sold out.

P. Benn, general store, Malonton, Man., is dead

S. W. Smith, general store, Cardale, Man., has sold out.

J. K. Johnson, general store, Mozart, Sask., has sold out.

J. A. Riddle, general store, Canwood, Sask., has sold out.

F. Adilman, general store, Veregin, Sask., has sold out.

J. Kwosnick, general store, Rosther, Sask., has discontinued.

Royal Trading Co., general store, Zealandia, Sask., has sold out.

Brodie Bros., general store, Estuary, Sask., have discontinued.

A. E. Martin, general store, Elrose, Sask., has sold to W. R. Meek.

Merchants of Indian Head, Sask., are planning a co-operative delivery.

T. Stickney, general store, Shoal Lake, Man., has sold to Smellie Bros.

Riesenberg Bros., general store, Edenwold, Sask., has sold to S. Dragushan.

I. M. Ellis, grocer, Rhein, Sask., has been succeeded by Rhein Mercantile Co.

George Morantz, general store, Ethelbert, Man., has suffered loss by fire.

Mr. Howie of McTaggart, Sask., is opening up a business at Carlyle.

G. Muir, general store, Woodroyd, Man., has been succeeded by O. Simmons.

J. C. Rotschtein, general store, Ogema, Sask., has been succeeded by J. Cemesaroff.

Royal Trading Co., general store, Zealandia, Sask., has been sold to F. W. Hale.

Love & Leask, general store, Minburn, Alta., have been succeeded by Freifeld & Gartin.

E. A. Rydberg, general store, Hughenden, Alta., has been succeeded by E. Gilbert.

A. C. Atton, general store, Hardisty, Alta., has been succeeded by E. H. Ruttan.

Jean & Co., general store, Ponteix, Sask., has been succeeded by J. C. Turenne.

R. K. Wensley, general store, Milden, Sask., has been succeeded by G. J. Rouleau.

D. H. Bain Co., Winnipeg, have called their managers in from all points to attend a convention begining April 26.

H. R. Hunt, head of a Japan tea house in Yokohama, has been making a round of the Winnipeg trade during the past week.

Maycock & Toms, Ltd., Winnipeg, wholesale fruit and produce dealers, have moved from 123 Bannatyne Ave. east, to 137 Bannatyne Ave east.

A. E. Ennis has opened a grocery business and ice cream parlor on Fourteenth Avenue, between Lorne and Smith, Regina.

W. L. MacKenzie & Co., Winnipeg, have been appointed agents in Winnipeg and Saskatoon for Rosenberg Bros. & Co., San Francisco.

The Scott-Bathgate Co., Winnipeg, have been appointed representatives for the Canada Cheese Box Co., Ottawa,

W. H. Bliss, president of the Cutter-Tower Co., New York, manufacturers of tooth picks, called on their representatives, the D. H. Bain Co., Winnipeg, last week.

H. W. Stuart of Stuarts, Ltd., Sarnia, Ont., expects to leave for an extended Western trip this week. Mr. Dingle of the firm of Dingle & Stewart, brokers, Winnipeg, will accompany Mr. Stuart.

Howard E. Traxler of Weyburn has been appointed manager of McBride's grocery at McTaggart, Sask., and will undertake his new duties at once.

George B. Rizer, manager of the Big River Consolidated Fisheries, Prince Albert, while superintending the loading of a car of fish at the cold storage plant recently fell down the elevator shaft and received severe injuries. He is reported as making satisfactory progress towards recovery.

W. S. Lumbers, secretary-treasurer, and J. L. Stocks, general manager of the Canadian Canners, Ltd., were in Winnipeg last week calling on the D. H. Bain Co., who are their representatives in the West.

D. H. Bain Co., Ltd., Winnipeg, have resigned the agency for Rosenberg Bros. & Co., San Francisco, in order to handle the agency for the California Associated Raisin Co., the California Peach Growers Inc., and the California Prune and Apricot Growers.

FRED ARCHIBALD ENLISTS

The trade all over Western Canada will read with interest that Fred Archibald, of the Donald H. Bain Co., will shortly don khaki. If he is as successful in the army as he has been in the brokerage business his rise will be rapid.

BRAMPTON, ONT., ORGANIZES R.M.A.

Forty merchants of Brampton, Ont., have organized a Retail Merchants' Organization. A. H. Milner is president; E. W. Boyle, vice-president; W. J. Bartlett, secretary; C. V. Charters, treasurer. Co-operative delivery, cash and carry systems and Wednesday half-holiday are matters to receive immediate attention.

OTTAWA BRANCH R. M. A. HAS 500 MEMBERS

The meeting of the Ottawa branch of the Retail Merchants' Association was held in the Chateau Laurier on Wednesday last with the president, Henry Warrets, in the chair. The branch was addressed by E. G. Brown on the question of Single Tax. Among the other speakers were Horace Chevrier, Dominion president of the R. M. A.; J. Howker, British Columbia representative; J. A. Banfield, Winnipeg; J. L. S. Hutchison, Saskatoon; B. W. Zieman, Preston, Ont. E. M. Campbell, the district secretary, reported a membership of approximately 500.

PRESIDENT OF PRODUCE CO. GETS HONORARY APPOINTMENT IN ENGLAND

Colonel John A. Gunn, president of Gunn, Langlois & Co., Montreal, who has been on active service in France since early in the war, has been recently honored by being appointed chairman of a committee to give effect to the new scheme of allocation and conservation of Canadian man-power in England. All Canadians are being classified according to their occupation and allocated to familiar work.



COL. JOHN A. GUNN,
President of Gunn, Langlois & Co., Montreal.

STRATFORD, ONT., BRANCH R. M. A. HOLDS ANNUAL MEETING

The annual meeting of the Stratford branch of the R. M. A. was held last week with the president, ex-Mayor Ferguson, in the chair. A number of important matters of local interest were taken up.

A special committee was appointed to go through the local by-laws and to suggest amendments where these were deemed to be advisable.

N. W. Williams, the district secretary, expects to complete the organization of the district this week.

JAMES McMENAMIN DIES IN MONTREAL

Was Connected With Canada Sugar Refinery For Almost Half a Century

James McMenamin, for 63 years connected with the Canada Sugar Refinery Company, died recently at his residence, 450 Mount Stephen Avenue, Westmount, Que.

Mr. McMenamin was 81 years of age and for 45 years he had been superintendent of the Canada Sugar Refinery Company and was well known in Montreal business circles. He was born in Scotland in 1837. He came to Canada in 1854.

T. UPTON CO.'S REPRESENTATIVE

The T. Upton Co., manufacturers of jams, marmalade and jellies, St. Catharines, Ont., have appointed the Scott-Bathgate Co., Winnipeg, as their representative in Manitoba and Saskatchewan.

Holgate Thomas, sales manager for California Associated Raisin Co., and A. J. Sturtevant, sales manager for the California Peach Growers' Association, were in Winnipeg this week attending a convention of the D. H. Bain Co.'s branch managers.

THIRTY YEARS A TRAVELER

Jno. P. Balfour, for thirty years traveler with the Imperial Extract Company of Toronto, died recently at his home, 167 Jamieson Avenue, Toronto. After an illness of ten days' duration, Mr. Balfour succumbed to an attack of pneumonia. He was seventy-three years of age and spent the last five years of his life in Toronto. During his early days he traveled throughout the whole of Canada, but later restricted his energies to the Province of Ontario. During the past five years he represented his firm in Toronto. He had an extensive acquaintance among the grocery trade of the whole country. Deceased was a member of the Presbyterian Church and a Liberal in politics. Interment was made in the family plot at Ashburn, Ont.

TO DISTRIBUTE GOVERNMENT FISH

The Ontario Government has entered into an agreement with White and Company, Ltd., wholesale fish and produce merchants, Toronto, for the warehousing, re-icing, repacking and delivery of government fish handled through Toronto. This is an important arrangement in the government project of bringing Ontario-caught fish to the householders of the province at cost. The company will merely distribute and not own the fish. The fish will be procured by the government and shipped on government orders at prices set from time to time by the government. This arrangement will cover all fish which is not shipped direct.

New Goods Department

The W. A. Freeman Co., Limited, of Hamilton, Ont., have registered a number of new designs in refrigerator counter equipment. They term their new equipment the "Ultimate." A new refrigerator counter styled No. 20E is made especially for the larger meat departments and butcher shops. It is made with galvanized coils under the top glass and has patented circulating and drainage systems. It has an adjustable scale shelf at the rear and vitrolite is used for the main counter top. The company has been granted several patents on a number of the more important new details of designs.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE import situation is becoming increasingly difficult, licenses now being required for practically all goods bought in the United States for shipment to Canada. The question of freight rates and steamers is so uncertain from Europe that sellers are unwilling to quote prices at f.o.b. points; in fact, it is really impossible to quote prices, even if importation is practicable. A great scarcity in all groceries dependent on ocean transportation for supplies can be looked for.

An important element in the cost of foreign goods from countries where silver currency prevails is the very high and increasing rate of exchange. Rupees have advanced from 1s. 5d. to 1s. 3d.; Spanish pesetas, the par value of which is 19 1-3c, are selling in New York at 27¼c.

MONTREAL—There has been no great activity in any goods on this market during the past week. The difficulty in securing some lines leads to a decidedly firmer feeling, but in the majority of cases this firmness has not resulted in any changes in price. Flour has declined 15 cents a barrel during the week, and there is a decided firmness in the cereal market. Especially is this the case in cornmeal. Starch products, too, show a stronger feeling, with an advance of ½c a pound in most lines. Both rice and spices are in a very strong position, and while stocks at the moment are comparatively good, any increase in the demand would in all probability force increased prices, as there is great difficulty in replacing these goods. Molasses is somewhat more in demand, and shows an increase in price. Dried peaches are the only line of dried fruits that show any change. There is an easier feeling in these. Further declines in potatoes are expected, while in fruits, both oranges and pineapples are somewhat easier.

TORONTO—The attention of retailers is directed to the law in force governing the sale of extracts, which states that bottles larger than 2½ ounces cannot be sold. This is now in effect and sales made in any larger quantity would be a violation of the law.

Latest advices from Japan indicate that the Government there has commandeered a large percentage of available tonnage for their own use, and further shipments of rice to this country, if allowed at all, will likely be on a greatly curtailed basis. This is given as the reason for the statement that rices to-day are a good buy while stocks are in very fair condition.

All lines of spices are reported scarce and growing scarcer. It is becoming increasingly hard to secure supplies, and in some quarters it is stated there is no cassia offering at all. The market is extremely firm, celery seed showing the greatest change in an advance in some quarters of 15c per pound over lowest quotations previously ruling.

The scarcity of sugar has resulted in one manufacturer of jelly powders and summer drinks, having to refuse to accept any more orders before June 1. Orders now on hand cannot be filled prior to that date, it is stated, and unless the sugar situation improves materially business cannot be accepted after that date.

The better grades of tea are scarce in first hands, though a plentiful supply of cheaper lines is apparent. The situation is one of extreme firmness, and the general tendency is to look towards higher prices. A good movement of Japans has been reported for the week, and stocks are light.

The tendency towards substitutes for wheat flour is becoming more marked in an increased demand for corn flour. The market on corn flour has stiffened, quotations on 98-lb. bags being up about 75c. Rolled oats generally are in somewhat lighter demand, with ample stocks available.

Corn starch and laundry starch have advanced ½c per pound.

WINNIPEG—Little or no change in the sugar situation is apparent during the week, but a measure of hope is held out that by the middle of next month receipts will be in greater volume.

New prices announced for Australian currants are about 6c per pound higher than last year, and are looked upon as almost at a prohibitive stage. The scarcity of tonnage will be a factor in curtailing supplies, and with prices at present high levels it is thought likely that few will be imported.

Canned vegetables are in good demand, and in the event of heavier calls being made on supplies, a higher level of prices is looked for. Booking orders for the new pack are being taken subject to opening prices.

An improvement in receipts of cornmeal is reported, supplies coming through in considerably larger quantities. California rhubarb has taken a considerable drop, and Florida tomatoes are slightly easier. Valencia oranges are now due. Business generally is reported good.

QUEBEC MARKETS

MONTREAL, April 24.—The markets here are rather quieter for the week, although there is a fair trade for many commodities. There is some difficulty in securing certain supplies from time to time, although there are good stocks of others.

Starches Advance; Also Cream Tartar

Montreal.

STARCHES.—An advance has been made in the price of laundry and also of culinary starches. These are effective as from April 19th and apply to Canada Starch Co.'s lines of silver gloss and also that of this firm's culinary starches. The net advance is half a cent per pound, and the changes appear in the proprietory list elsewhere. Cream of tartar also is up to $1 per lb. from 80c, and Wellington knife polish is $2, an advance of 20c per doz. being made.

Sugar Differentials Changed; Refined Holds

Montreal.

SUGAR.—Refined sugar has held here without any change during the past week. The delivery of raws is still confined, and while the refineries are able to keep their plants in operation, they would be glad of an improved condition regarding raws from the South. The Atlantic Sugar Refineries have made a change in their differentials, making these the same as those of the St. Lawrence and Acadia. Thus, gunnies containing 5-20's are 40c over bulk; 10-10's are 50c over bulk; and in cartons of 20-5's the advance is 60c, and for 50-2's this is 70c.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 40
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Slight Reduction In Price Of Tomatoes

Montreal.

CANNED GOODS.—The only change for the week is that made by one jobber for tomatoes. The No. 3 size is reduced to $2.50 per dozen from $2.60, and the No. 2½ to $2.40 from $2.45. Sales are being made still to outside buyers, and there is some absorption here and from country points of fair quantities of stock. The Canners' representatives stated that they were out of supplies, and were not taking any orders for delivery now. The frost of last week is said to have interfered with the young tomato plants that had been prepared in hotbeds and planting of seed will have to be again undertaken. There seems to be ample supply of canned goods to meet the orders sent in to jobbers.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	2 10	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Applies (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Dried Fruit Trade Nominal; Peaches Easy

Montreal.

DRIED FRUITS.—For the most part dried fruits are held with a tendency to firmness. The prices on evaporated apples and peaches are some easier, and peaches are quoted as low as 18c. Raisins are held at very firm prices by some jobbers, and they also state that it is hard to obtain some of the grades at any price. Trading is nominal for the line generally, and sales are made on both city and country account in fair volume.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)	0 18	0 19
Drained Peels		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	5 75
Do., Dromedary	....	6 50
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 20
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Few Nuts Expected From Europe

Montreal.

NUTS.—There is very little change here in the situation regarding nuts. Supplies are decreasing, as the demand absorbs various quantities, and direct importers state that the prospects of getting a further supply from European countries are anything but bright. The only country which has not placed an embargo against export is Spain, it is stated, and with shipping space worth many times what it formerly was, and a great scarcity of it also, the prospect of supplies coming in is slight. There is a decided firmness all around, and prices are very uncertain, with higher levels likely in the near future.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 42	0 43
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0(13½
Peanuts (Jumbio), per lb.	0 16	0 21
Peanuts, shelled, Spanish, No. 1.	....	0 17
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	....	0 70
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

Tea Sales Maintained On Unchanged Basis

Montreal.

TEA.—There is no special feature in the tea market beyond that of the strong undertone reported last week. This is characteristic of the local market as well as that in the outside importing centres. Javas are now firming as well as other grades, and with shipping diverted as it has been the probabilities are for a general firming of prices all around. It has before been pointed out that the Canadian prices are less in many instances than the present quotations at producing points.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50

Javas—		
Pekoes	0 31	0 34
Broken Orange Pekoes	0 33	0 36
Orange Pekoes	0 35	0 40

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Rice Markets Firm; Some Varieties Off

Montreal.

TAPIOCA AND RICE.—The rice markets are still very firm, and some grades are not to be had from the jobbing trade, which have been selling up to a recent date. All prices are very firm on rice, and the same have been marked up in certain quarters. The markets in New York are firm, and the offerings light, with a great deal of what supplies come forward being absorbed by the Government. Tapioca is unchanged. The volume of business is fairly good.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15*	0 16

Spice Business Steady With General Firmness

Montreal.

SPICES.—The strong position of spices continues, and the cassia and pepper lists are prominent as the strongest in the whole line. There have been no actual changes here, but the same are looked for at any time. Trading is said to be fairly well maintained, and the stocks at present in importers' and jobbers' hands are ample for immediate needs. With present consumption, however, it is likely there will be some difficulty in replacing some of the lines.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Syrup Prices Hold; Molasses Is Firmer

Montreal.

CORN AND CANE SYRUPS AND MOLASSES.—The situation with regard to corn syrups is held without feature, and no change of price has been made during the week. The market is reported firm owing to the poor grade of corn that is obtainable, the same having been damaged, and the better grades are not coming to hand as it was expected they would. The molasses situation is without much change, prices being maintained and supplies coming in slowly from outside. One jobber is asking 98c per gallon for puncheon lots.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Prices for Island of Montreal
Puncheons	0 92 0 98
Barrels	.... 0 96
Half barrels	.... 0 98

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

Bean Sales Small With Prices Firm

Montreal.

BEANS.—The situation is one with a firm position on most grades, and in some quarters prices have been marked up. There are no British Columbia beans available from one jobber who has carried them, and certain other varieties are gradually getting short. Here and there odd lots may be had of most of the varieties, but prices in general are firm.

Beans—		
Canadian, hand-picked, bush	9 50	10 50
Ontario, new crop, 3 to 4 lbs.	....	8 50
British Columbias	....	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 4-5 lb. pickers	8 15	8 25
Michigan, 3-lb. pickers	9 00	10 00
Michigan, hand-picked	9 50	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Mancurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bushel	5 00	5 50
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Fair Cereal Trade With Prices Held

Montreal.

CEREALS.—There is just a fair amount of business in cereals here, and the demand is more for cornmeal products than for oatmeal, rolled oats, etc. With the demand for corn flour brisk and the grade of corn obtainable not choice, prices are fully maintained. Rye flour is very firm and the quotations are still higher this week, $8.50 to $8.60 per sack being asked. Some have complained that the latter was very difficult to obtain in any but small quantities.

Cornmeal (Gold Dust)	6 40	7 25
Barley, pearl	8 25	8 75
Barley, pot, 98 lbs.	6 25	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	6 50	7 25
Cornmeal, yellow, 98 lbs.	6 50	6 60
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal, standard, 98 lbs.	6.04-6.25	6 60
Oatmeal, granulated, 98 lbs.	6.04-6.25	6 60
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb. bags	5.50-5.60	6 00
Rolled oats (family pack.), case	....	6 20
Rolled oats (small size), case	....	....
Rye flour, small lots, 98 lbs.	8 50	8 60

Flour Prices Drop Fifteen Cents A Barrel

Montreal.

FLOUR AND FEED.—The feature of this week is that of a reduction in the price of spring wheat flour of 15c per barrel. This was made on Tuesday morning. Various suggestions have been made as to the reason for this and little information is available. It is stated that freight rates are now more favorable, as the lake and rail season has opened. Being under Government supervision, the prices have been readjusted, of course, with their knowledge. Trade in flours is rather quieter. For feed the demand still exceeds the supply, but some improvement in the situation is noted here and there.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	35 40	....
Shorts	40 40	....
Crushed oats	63 00	73 00
Barley chop	78 00	87 00
Barley meal	....	77 40
Feed oats, per bushel	1 12	1 16

Oranges Easier; Pineapples Down Too

Montreal.

FRUITS.—California oranges have recorded a lower range of prices this week and are now selling at from $6 to $8 per box according to quality. Pineapples also are quoted lower. There is a very fair demand for grapefruit and other lines at unchanged prices. Strawberries seem to be temporarily held up and supplies of these are reported smaller. Some supply of eating pears is still available.

Apples—		
Wealthy, No. 1, bbl.	7 00	7 50
Ben Davis	4 00	4 50
Russets	4 50	5 00
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	....	2 75
Bananas (fancy large), bunch	4 00	4 50
Cranberries (gallon)	....	1 25
Cocoanuts, sack	7 25	9 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96	....	4 50
Grape fruit (fancy Porto Ricos) 54, 46	3 75	4 25
Lemons (fancy new Messina)	....	4 50
Lemons (California seedless)	....	5 00
Pineapples, Cuban (crate)	....	5 00
Pineapples, Florida	....	6 50
Pears, eating (doz.)	0 30	0 60
Rhubarb (doz.)	1 50	1 75
Strawberries (box)	0 22	0 32
Oranges, Valencia lates	5 00	5 75
Oranges, Porto Ricos	....	5 50
Oranges, California navels	6 00	8 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50

Some Vegetables Scarce Potatoes Are Easier

Montreal.

VEGETABLES.—Potatoes are selling

at favorable prices and will be still lower it is expected. New carrots are in and also some imported string beans. Cabbage is getting scarcer and the price is advanced. Spanish onions are fairly firm in price, owing to first class stock being somewhat scarce. The coarser vegetables, in a general sense, are easier but without change of price. Lower quotations on parsnips, beets, carrots and turnips are thought likely to rule.

Beans, new string, (25-lb. basket)	....	4 00
Beets (60-lb. bag)	....	0 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	3 50	4 00
Cabbage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate	....	4 00
Cabbage, New Florida, hampers	....	2 00
Carrots (bag)	0 50	0 75
Carrots, new (doz. bunches)	....	1 50
Celery (Wash.), doz.	....	1 50
Celery, Florida	2 75	3 25
Cucumbers (Boston), doz.	2 50	3 75
Cucumbers (basket)	....	4 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (3 doz.)	2 50	2 75
Lettuce, curly (doz.)	0 90	1 00
Lettuce (Boston) 2 doz. box	2 25	3 50
Lettuce (Florida), hamper	2 75	4 00
Lettuce (California), 5 doz.	5 50	6 50
Leeks	....	5 00
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions red (70-lb. bag)	....	1 00
Onions, red (100-lb. bag)	....	2 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 50
Potatoes (New Brunswick), bag	....	1 50
Romane	....	0 50
Radishes (doz.)	....	1 00
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	4 75	5 25
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 00

Firm Coffee Prices With Little Trading

Montreal.

COFFEE.—There is not a great deal of activity in the local coffee market but things are moving along steadily. The position at import points is one of firmness. The position on cocoa is one of continued price maintenance and the volume of business is very satisfactory.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 23	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Mochas (genuine)	0 43	0 48
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Honey Very Scarce; Syrup and Sugar Sell

Montreal.

HONEY AND MAPLE PRODUCTS.—Most encouraging reports regarding the run of sap have been received. Business in syrup is reported to be good and sugar also is in very good demand at the prices given below. Honey supplies seem to be getting very low and there is very little offering. There is still a fair demand at unchanged prices.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 19
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 22
Clover, 60-lb. tins	....	0 21
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 90
Syrup, 5-gal. tins, per gal.	....	1 85
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 22

ONTARIO MARKETS

TORONTO, April 24.—Advances have been numerous during the week and the situation generally in respect to supplies from foreign markets shows no improvement whatever. A very fair volume of business locally is being transacted and sales for goods available are being pushed.

Reports on Sugar Remain About Same

Toronto.

SUGAR.—There is no change of moment recorded in the situation for the week, conditions as outlined in previous reports covering the details quite accurately. Little, if any, improvement in receipts of sugar locally is noticeable though hopes for increased supplies next month are held out in some quarters. Raw market conditions contain no interesting features and arrivals at Atlantic ports are said to be very irregular. Two or three refiners have been withdrawn owing to lack of raws or oversales, but with more regular arrivals of raws it is expected some will be offering sugar again shortly. The tonnage question still dominates the sugar situation.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refiinery, extra granulated	8 97
Can. Sugar Refinery, extra granulated	8 57
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: — 25-lb. sacks, 10 cents over 100-lb.; 20-lb., 15 cents advance; 10-lb. gunnies 20c. advance; 5-lb. gunnies, 40c. advance; 5-lb. cartons, 25c. advance; 2-lb. cartons, 30c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Cigarettes Go To Higher Levels

Toronto.

CIGARETTES.—All lines of cigarettes have advanced during the week and new prices now established are given as follows: Players, Sweet Caporal, Hassan and Mecca, all up to $10.00 per M; Old Chum, $9.50; Gold Crest, $7.50; Old Gold, $7.15; Murad and Mogul, $14.00 per M. The continued advance in the cotton markets has resulted in new prices being issued on cotton clothes lines and lamp wick. Quotations now being made on cotton clothes lines are for 30 ft. $2.69 dozen; 40 ft., $3.20; 48-ft., $3 84; 50 ft., $4.00; 60 ft., $4.80; 72 ft., $5.76; 80 ft., $6.40; 100 ft., $8.00 dozen. Lamp wick A at 95c roll and B at $1.35 roll are higher. Other lines to show higher prices are mop sticks, spring, No. 10, for which $2.00 dozen is being asked; No. 1 Star fibre pails have gone up to $4.55 dozen; electric stove paste, 7 2/10c tins is now 90c dozen. Dalton lime juice, pints, has advanced to $3.85 dozen, with the small size discontinued.

OLIVES.

One manufacturers advanced Pimento stuffed about 40 per cent. New prices on this basis are: 5 oz. round, $1.75; 6 oz. round, $2.25; 8 oz. round, $2.90; 10 oz. $3.40; 16 oz., $4.85 per dozen.

Molasses Makes Substantial Advance

Toronto.

MOLASSES, SYRUPS.—An advance in molasses has been made during the week, Gingerbread and Domolco brands in 2s being listed 50c higher and in 3s, 75c higher. Domolco 5s and 10s are listed 60c up and Gingerbread in 5s and 10s, 70c up. A corresponding increase in pails has also been recorded. Prices on Domolco now ruling are for 24 2s $4.90 per case, or $2.45 dozen, and on 24 3s, $6.75 per case or $3.40 dozen. Brer Rabbit in 48 1½s now sells at $6.80 per case or $1.75 dozen.

Corn syrup and cane syrup remain firm and unchanged for the wek. Prices ruling now are shown herewith:

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	4 65	5 15
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy Barbadoes, barrels	0 98	1 00
Choice Barbadoes, barrels	0 88	0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs	....	6 50
West India, 5-gal. kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 75
Tins, 3-lb. table grade, case 2 doz, Barbadoes	....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Canned Shrimp To Be Higher; Lobster

Toronto.

CANNED GOODS.—The opening price on canned shrimp for 1918 will be on the basis of $2.25 to the retailer although it is said some dealers with heavy stocks will be selling on the basis of last year for some time. New prices for the 1918 pack of lobsters show an advance of about 35c over last year's opening price, the basis adopted being $3.25 for ½'s

and $1.95 for ¼'s, with possibility of off brands being quoted down 10c in ½'s and 5c in ¼'s. Higher levels have been reached in quotations on one line of peaches and apricots, 24 2½'s now selling at $4.25. Sliced pineapple, 24 2's being offered at $3.25 dozen. Business in canned vegetables is enjoying a very fair demand.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 25
Peas, early June	2 00	2 32½
Beans, golden wax, doz.	1 85	2 10
Beans, Miuget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2's, doz.	2 45	2 75
Pumpkins, 2½s	1 80	2 10
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	3 50	3 75
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 83	0 90
Do., black currant, 4-lb. tin	0 77	0 88
Do., strawberry, 4-lb. tin	0 83	0 90
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Future Of Dried Fruits Uncertain

Toronto.

DRIED FRUITS.—The future in all lines of dried fruits is one of great uncertainty. The action of the United States Government in commandeering part of the new raisin crop may foreshadow further steps of this nature and the general feeling is that dealers would be well advised in securing stocks now to carry until fall. Shipments of currants have reached the local market and lower prices are looked for. Nothing of great interest marks any individual line during the week.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Tea Market Strong; Good Movement Japans

Toronto.

TEAS.—The tea market shows increasing strength. Indications are that desirable stocks are scarce in first hands although there appears to be still plentiful supplies of teas just a little too common to be generally useful for grocery trade. There has been a very good movement of Japans reported in some quarters. It is said freights on Japans have been fixed for the coming season and are 2c per pound higher than last year. The trade generally is looking for higher prices all round.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas—		
Early pickings, Japans	....	0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Transportation Big Factor In Coffee

Toronto.

COFFEE.—Transportation is entering into the situation in respect to coffee very largely, and the question of future supplies is very uncertain. There are indications that the United States Government may place a straight embargo or at least greatly curtail the import of coffee, and such action would undoubtedly be reflected here to a great extent. There is no change in the position locally.

Coffee—		
Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica	....	0 40
Mocha, Arabian, lb.	....	....
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	....	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

All Spices Scarce; Future Uncertain

Toronto.

SPICES.—Reports indicate that all lines of spices are growing scarcer and higher prices are ruling for many lines. In some quarters there is no cassia offering whatever, and the strength of celery seed is shown in a narrower and higher price range of from 60c to 68c per pound. Other lines show advances of a few cents and the future outlook is strewn with uncertainty.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Pickling spice	0 22	0 25
Peppers, black	0 38	0 45
Peppers, white	0 40	0 45
Paprika, lb.	0 38	0 45
Nutmegs, selects, whole, 100's	....	0 40
Do., 80's	0 50	0 55
Do., 64's	0 55	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 55	0 68
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Situation Remains Unchanged In Nuts

Toronto.

NUTS.—Nothing of great interest has marked the situation in nuts during the week. Shelled walnuts are in a very firm market which may be gauged when it is known the price is 64c per pound in New York in bond. This would mean a cost of at least 75c in jobbers hands here and $1.00 walnuts are by no means an impossibility in the not distant future.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s, 150s	7 50	8 50
Shelled—		
Almonds, lb.	....	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Little Of Interest Marks Bean Situation

Toronto.

BEANS.—There have been no interesting developments in this market during the week, prices holding firm and unchanged, with a fair demand apparent.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 50	9 00
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 18½	0 22

Rices Good Buy; Future Uncertain

Toronto.

RICES.—In some quarters it was indicated that rices to-day are a good buy. Latest advices are to the effect that the

Japanese Government has commandeered an enormous tonnage for their own uses and importers generally have withdrawn all prices. The future does not present a rosy outlook in the matter of further supplies. Stocks locally are in fair shape at the present time.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Starches Advance ½c Per Pound

Toronto.

PACKAGE GOODS.—An advance of ½c per pound has been made in laundry starch and corn starch during the week. Laundry starch in 1 lb. packages is now quoted at from 9½c to 11½c per pound; 6 lb. tins, 13c; 6 lb. boxes, 13c; 100 lb. kegs, 11c. Corn starch in 1 lb. packages is quoted at from 10½c to 11½c per pound. Package cereals show no change for the week in price. A slight falling off in demand on rolled oats is reported in some quarters.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 75	6 35
Rolled oats, round, regular 18s, case	2 05	2 30
Rolled oats, square, 20s	....	5 80
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Maple Syrup Moving In Fair Quantities

Toronto.

HONEY, MAPLE SYRUP.—A fair movement of maple syrup is reported with receipts of new stock coming along in ample quantities. Prices remain firm at advanced figures reported last week. No change in the situation in honey has been noticeable. Stocks are light and demand fair.

Honey		
Clover, 5 and 10-lb. tins	0 22	0 23
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	....	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, gallon tins, 6 to case	11 00	15 75
No. 2, half gal. tins, 12 to case	....	17 75
No. 3, quart tins, 24 to case	12 50	18 45
No. 3, quart bottles, 24 to case	....	17 40
N.B.—Above are wine measure.		
Gallon tins, Imperial, 6 to case	....	13 50
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Pineapples, Grapefruit Easier; Apples Decline

Toronto.

FRUIT.—A somewhat easier tone is noticeable in pineapples and quotations now range from $5.75 to $6.00 per case, 24 30's. Though supplies locally show some improvement shipments from Porto Rico to New York are not increasing and this will likely be reflected locally. Grapefruit is down 25c per box for Florida and Cuban in some quarters. A further decline in some lines of barreled apples has been made as noted in quotations below. Boxed apples are cleaning up and indications are that leading shippers in the United States will be sending few if any more through. Fair stocks of Valencia oranges are offering, prices showing a wide range from $5.00 to $8.00 per case. Further advices from California indicate crop is only about one quarter what it was last year. Louisiana strawberries are practically cleaned up and no supplies are expected till the latter part of the week.

Apples—		
Arkansas Blacks, box	2 75	3 25
Winesaps, box	2 75	3 25
Rome Beauty, box	....	....
Ontario—		
Baldwins, No. 1, bbl.	6 50	....
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree run	4 50	5 50
Mann, No. 1, bbl.	4 50	5 50
Do., No. 2, bbl.	3 25	4 75
Pewakee, No. 1, bbl.	....	4 50
Do., No. 2, bbl.	....	3 50
Starks, No. 1, bbl.	4 50	6 00
Do., No. 2	3 50	5 50
Ben Davis, No. 1, bbl.	3 50	4 00
Do., No. 2, bbl.	2 50	3 50
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1	....	4 50
Do., No. 2	....	3 50
Wagner, No. 1	....	....
Do., No. 2	....	....
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 50
Grapefruit—		
Jamaica, 46s, case	4 75	5 50
Do., 64s, 96s, case	4 75	5 50
Do., 80s	4 75	5 50
Floridas, 36s, 46s, case	4 50	5 50
Do., 54s, 64s, 80s, 96s	4 50	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 50	5 50
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	....
100s	5 50	6 00
126s	....	7 50
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s	....	....
126s	....	7 50
150s	....	8 00
176s, 200s, 216s, 250s	....	8 00
Lemons, Cal., case	5 00	7 00
Do., Messinas, box	5 50	6 00
Pears, Cal., box	....	....
Pinapples, Porto Rican, cs. 24-30s	5 75	6 00
Rhubarb, dozen	1 00	1 40
Malaga grapes, keg	....	....
Strawberries, pints, 24s	0 22	0 23
Do., quarts	0 30	0 40

Cucumbers Decline; Potatoes Easier

Toronto.

VEGETABLES.—A decline in cucumbers has been made in some quarters, hampers are now offering as low as $4.50. Large supplies are available and quality said to be good. Potatoes have also reached slightly lower levels as noted below. Parsnips at 75c to 85c per bag are also lower in price. Supplies of Florida cabbage are said to be low, though stocks are being offered at $2.25 hamper. Carolina cabbage is on the market, being quoted at $4.75. Receipts of tomatoes are reported good though prices in some quarters are slightly firmer. Advices indicate that the Florida crop has been damaged by rain and this may mean these will be through by the end of May with prices tending upward.

Asparagus, Cal., bunch	....	0 65
Artichokes, Cal., doz.	1 75	2 00
Beets, bag	0 75	1 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel	....	....
Do., Florida, hamper	....	2 25
Carrots, bag	0 50	0 60
Celery, Ontario, doz.	....	....
Do., California, case	....	....
Do., Florida, case	3 00	3 25
Cucumbers, Boston, doz.	3 00	3 50
Do., Florida, hamper	4 50	6 00
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hampers	2 25	3 75
Mushrooms, basket	2 25	3 50
Onions—		
Spanish, crates	3 00	4 00
Spanish, half crates	1 75	2 25
Do., Canadian, 75-lb.	0 75	1 25
American, 100-lb. sacks	....	1 50
Potatoes—		
New Ontario, bag	....	1 65
N.B. Delawares	1 75	1 90
P.E.I., bag	....	1 75
Spinach, hamper	1 35	2 00
Tomatoes—		
Floridas, 108s, 120s, 144s, 180s, 216s, case	4 50	6 00
Parsnips, bag	0 75	0 80
Parsley, doz. bunches	0 75	0 90
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 65

Flour Situation May Undergo Change

Toronto.

FLOUR.—There is an intimation that some slight change in the flour situation may be made, but as yet no details are available for publication. Indications are, however, that any changes will be of a minor nature and will have no tendency towards disturbing the present smooth operation of this branch of the business.

War grade, 74% extraction—		
Manitoba spring wheat	11.10	11.30
Ontario winter wheat	10.80	11.10
Blended, spring and winter	10.85	11.20

Mill Feeds Still In Active Demand

Toronto.

MILL FEEDS.—The active demand continues for all lines of mill feeds but no interesting developments have been reported. Prices remain unchanged on the government basis.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35 40	$37 40
Shorts	40 40	42 40
Special middlings	.....	.....
Feed flour, per bag	.....	.....

Heavy Demand Made For Corn Flour

Toronto.

CEREALS.—That the trade is evincing a greater interest in wheat substitutes is apparent in the heavier demand being made for cornflour. The market has firmed considerably, quotations being about 75c per bag higher. A slight falling off in the demand for rolled oats has been noticeable in some quarters. Other lines remain firm and unchanged.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$7.35-$ 7.95	$ 8.00-$ 9.00
Barley, pot, 98s	6.00- 6.50	6.00- 7.50
Cornmeal, 98s	6.50- 7.00	7.00- 7.25
Corn flour, 98s	....-	....- 7.25

Farinas, 98s	....	....
Graham flour, 98s	5.60-	6.00- 7.00
Hominy grits, 98s	....	6.50- 6.60
Hominy, pearl, 98s	....	6.50- 6.60
Rolled oats, 90s	5.65- 5.90	5.85- 6.10
Oatmeal, 98s	6.50- 7.00	6.40- 7.00
Rolled wheat, 100-lb. bbl.	....	6.50- 7.00
Rice Flour	....	9.00- 12.00
Wheatlets 98s	....	....
Peas, yellow, split	9.50- 10.00	10.00- 10.50
Blue peas, lb.	....	0.13- 0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, April 24.—An important remark made by a jobber this week was to the effect that coffee at to-day's price is excellent buying. He added that this was because of the possibility of coffee being hard to procure, as the United States Government was prohibiting the transportation of lines that could be called semi-luxuries. This will probably apply to many other lines. It is stated here that all lines of spices are likely to be out of sight before very long, and some of them not procurable, due to the fact that difficulty is experienced getting shipping for goods of this character.

Cornstarch Advances Half A Cent Per Lb.

Winnipeg.

SYRUPS.—As stated in our last issue, quotations on corn syrup were withdrawn some weeks ago, and new quotations were expected this week. Prices would no doubt be higher. Starches have already advanced half a cent.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 25
5-lb. tins, 1 doz. case, per case	4 90
10-lb. tins, ½ doz. case, per case	4 65
20-lb. tins, ¼ doz. case, per case	4 65
Barbadoes Molasses—	
In half barrels, per gal.	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 68

Sugar Unchanged; Relief In Three Weeks

Winnipeg.

SUGAR.—Jobbers stated to-day that the situation was about the same in the West, and was still acute. One jobber pointed to a pile of requests for sugar on his desk which they were unable to attend to, and said that was the best indication of the sugar situation. He added, however that he expected the situation would improve in from three to four weeks, in fact the refiners had assured them of this. At present, he said, the refiners were doing the best they could under the circumstances. Redpath sugar is selling at $9.35 and other brands $9.75 to $9.85.

Prices On Currants Almost Prohibitive

Winnipeg.

DRIED FRUITS.—Jobbers are still asking 19c for evaporated apples, and state that they are selling fairly well at this price. Dates.—Jobbers have difficulty in buying and claim they are practically off the market. Prunes.—The market is firm on larger sizes especially, but is firm on all sizes. Raisins.—All raisins are practically withdrawn by the association. Currants.—Opening prices on Australian currants for new pack goods have been announced and are about 6c per pound higher than last year. Difficulty will be experienced getting these on account of ocean tonnage. Brokers state that the retailer would have to pay 27c per pound for these and that his customer would be paying around 35c. This means that they will be almost prohibitive considering the price of raisins, and it is doubtful whether many will be brought in.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	....	0 10
80-90s, 25-lb. boxes, per lb.	....	0 10⅝
70-80s, 25-lb. boxes, per lb.	....	0 11¼
Apples—		
Choice, 50-lb. boxes, lb.	....	0 19½
Pears, choice, 10-lb. bxs., faced, lb.	....	0 15½
Apricots—		
Choice, 25's	0 23¾	0 25
Choice, 10's, per box	....	2 48
Peaches—		
Choice, 25-lb. boxes	....	0 15
Currants—		
Fresh cleaned, half cases, lb., Australian	....	0 21
Dates—		
Hallowee, 68-lb. boxes	....	0 20
Fards, box, 12 lbs.	....	2 30
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11
3 crown, loose, 50's	....	0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
California, white figs, 25s	....	0 12¾
Peel—		
Candied lemon, boxes, lb.	....	0 23½
Candied orange, boxes, lb.	0 25	0 26½
Candied citron, boxes, lb.	0 30	0 31
Cut mixed, 7-lb. boxes	....	0 28¼

Peanuts Three Times Higher Than In 1917

Winnipeg

NUTS.—The peanut market is much firmer. Peanuts are selling to-day at a price nearly three times higher than at this time last year, and the strange thing is that there are more selling, even at the higher figure. All nuts are very scarce and high in price.

	Per lb.
Whole Nuts—	
Almonds, Tarragona, sacks about 110 lbs.	0 20¾
Brazils, washed, sacks of about 150 lbs.	0 17
Filberts, Sicily, sacks of about 220 lbs.	0 21
Mixed, sacks of about 100 lbs.	0 18
Peanuts, fancy roasted, sack of about 90 lbs.	0 19
Peanuts, special Jumbo, roasted, sack of about 90 lbs.	0 21
Walnuts, Grenobles, sacks of about 110 lbs.	0 19¾
Finest Shelled Nuts—	
Almonds, Valencias, 28-lb. boxes	0 42
Almonds, Jordan, 25-lb. boxes	0 50
Walnuts, halves, 55-lb. cases	0 58

Jobbers Say Coffee Is Excellent Buying

Winnipeg.

COFFEE.—Jobbers in Winnipeg state that coffee is excellent buying at present prices, not that they are expecting an advance, but that trouble will undoubtedly be experienced getting supplies. It is stated here that the United States Government have put an embargo on shipments of coffee as an article of food that is unnecessary, and more or less in the luxury class. This applies to other lines of semi-luxuries, such as shelled walnuts, etc.

Beans $6.10; Will Cost More Later

Winnipeg.

BEANS.—Price of white beans is still $6.10, but jobbers state that if they were to buy in the market to-day they would cost them $6.40 laid down in Winnipeg.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 60
Pot, 98-lb. bags, per bag	....	5 35
Beans—		
Lima, large, about 80-lb. bags, per lb.		0 17¼
Lima, small, 100-lb. bags, per lb.		0 14
Fancy white, bushel	6 10	6 50
Peas—		
Split, 98-lb. bags, per bag	....	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole, green, lb.	....	0 11¾

Cornmeal Now Arriving In Larger Quantities

Winnipeg.

CORN PRODUCTS. — Cornmeal is coming through in larger quantities and is quoted around $6. Cornflakes are very hard to procure. There has been an advance in cornstarch of a half cent. per pound. An advance is corn syrup is predicted.

Big Demand For Canned Vegetables

Winnipeg.

CANNED GOODS.—Canned vegetables are all in good demand, and if the demand continues much heavier there will certainly be higher prices soon for spot goods. Representatives of the Canadian Canners, Ltd., were in town last week booking orders for new pack subject to opening prices. Hawaiian pineapple for fall shipment is expected to be only a partial delivery, the demand being so heavy.

Rooled Oats And Flour Markets Are Quiet

Winnipeg.

FLOUR AND FEEDS.—Very little to say about this market. Flour is very quiet. Demand for rolled oats has fallen off considerably, no doubt due to warm weather; this, however, is offset by the millers selling to the Wheat Export Co., so that the situation is not affected very much. The demand for feeds continues very heavy.

Govt. Standard Flour—		
Cash carload price		10 50
To bakers and flour and feed dealers		10 50
To storekeepers paying cash or 30 days, ton lots		10 60
Do., less than ton lots		10 70
Cereals—		
Rolled oats, 80's	4 75	5 00

Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98's	....	6 00
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80

Strawberries Firmer; Valencia Oranges In

Winnipeg.

FRUIT AND VEGETABLES.—Asparagus has dropped to $6.50 for 28 pounds. Artichokes are down to $2. Local onions are bringing 30c per dozen, but imported shallots are $1. Florida tomatoes are down slightly, and there are enough coming in to supply the demand. California rhubarb has taken a big drop to $2.25 per 40 lb. box; Walla Walla rhubarb is selling at the same price. Strawberries were off the market last week-end but are expected again this week from Louisiana and Arkansas at slightly higher prices. First car of Valencia oranges is due in this week, selling at $8.

Asparagus, Cal., 28 lbs.	....	6 50
Artichokes, doz.	....	2 00
Cabbage, lb., new	....	0 07
Cauliflower, Cal., doz.	....	2 50
Celery, Cal., crate 100 lbs.	....	7 00
Potatoes, Albertas	1 00	1 10
Potatoes, sweet, hamper	....	6 00
Potatoes, new, lb.	....	0 15
Spinach, bush. basket	....	2 75
Onions, green, doz.	....	0 30
Carrots, cwt.	....	2 50
Carrots, new, doz.	....	0 75
Turnips, cwt.	....	2 00
Head lettuce, Cal., doz.	....	1 00
Head Lettuce, Cal., case 4 doz.	....	3 75
Tomatoes, Florida, 6-basket crate	....	7 00
Onions, Valencias, large case	....	4 75
Onions, yellow and red, cwt.	....	2 00
Radishes, doz.	....	0 60
Parsley, imported, doz.	....	0 50
Parsnips, cwt.	....	4 00
Brussels Sprouts, lb.	....	0 23
Rhubarb, Cal., 40-lb. box	....	2 25
Shallots, doz.	....	1 00
Fruits—		
Apples	2 25	3 00
Oranges	....	8 00
Lemons, Messinas	....	7 00
Lemons, Cal.	....	8 00
Bananas, lb.	....	0 07
Grapefruit, Florida, case	5 00	5 50
Strawberries, Louisiana, case 24 pts.	....	5 00
Pineapples, case	....	10 00

LETTERS TO THE EDITOR

Editor Canadian Grocer,—Many thanks for your kind letter of 1st inst. I note with much gratification that the United States have had in operation since the 31st March the daylight saving scheme. I note from this morning's Ottawa cable despatch that the daylight bill passed the Senate yesterday and will come into effect on Sunday, April 14, at 2 a.m. throughout the Dominion of Canada. I hope by the end of this month Newfoundland will have it again for the second year. I may say that all the principal nations of the world have it in operation, in all cases for one hour. I read with much interest the various opinions expressed by your correspondents in the CANADIAN GROCER of March 29; it will be much more interesting if you will ask the opinion of your sixty contributors what they think of Canada's daylight saving twelve months hence; I congratulate the governments of the States and Canada, giving to the people one of the greatest blessings to every man, woman and child in these two great countries without money and without price directly and indirectly will save millions of dollars to the two nations.

John Anderson.

NEW LEGISLATION TO PROTECT AGAINST DELINQUENT DEBTOR

Editor Canadian Grocer:

We have recently been put under a license for which we have to pay. Now why should we not stand up for FAIR LEGISLATION? It is not fair that merchants should be robbed by an unscrupulous public. We should fight for our rights and have a fair deal.

Under the present law if a man gets $100 a month and is paid every week he cannot be garnisheed and the merchant is the scapegoat. I would suggest that merchants ask for a law to make people pay for their goods.

Suppose a man owes a bill or several of them; we should notify the clerk of the court. Then the clerk could notify his employer to pay the wages due that man into court. Half of the wages should be divided among the creditors and the other half go back to the debtor.

Also make it criminal for a debtor to move without notifying the clerk of the court where he is going. The merchants would be willing to pay the clerk for this work, but part should come from the debtor.

I think this would be fair for all and it would make our citizens honest, while the present law has a tendency to make people dishonest.

Hoping that others will take this matter up and that good will result from it.

J. G. QUACKENBUSH,
Smiths Falls, Ont.

BETTER RETAIL DISTRIBUTION OF FISH

Editor Canadian Grocer:

We have just received your publication under date of April 12, and read with interest the item "Grocer as Educator re Fish" and we want to thank you for the interest CANADIAN GROCER is taking in bettering the retail distribution of fish.

This section of the Canada Food Board recently bulletined the Mayors of all Ontario and Quebec cities in regard to this subject, asking that meetings be called of the retail dealers to ascertain what is being done to improve distribution locally.

In addition the Board has ascertained the most feasible express distribution centres in Quebec and Ontario and is in correspondence with the Boards of Trade at these centres to the end that retail distribution of fish may be brought about. To establish effective and practical fish distribution sea food must be shipped direct without delay from Atlantic ports to these centres in carload lots properly refrigerated and re-distribution made by express, eliminating as far as possible transfers en route which lead to delay and deterioration.

One handicap to the successful achievement of bettering distribution has been in previous years lack of express refrigerators but this difficulty will soon be overcome. We are advised by the Minister of Railways that ten second-hand passenger coaches have been secured and are now being re-constructed so that they will be ready for use as express fish refrigerators by June 1. In addition the Government has placed orders for 250 refrigerator freight cars.

Investigation by this section shows that the fish production of Canada is at the present time far ahead of consumption and that the problems at hand are thus confined to distribution and retail handling.

Fish retailers should be supplied with proper refrigerators and refrigerator display cases and should always remember that a clean and attractive market is the key to increased business.

In a recent number of CANADIAN GROCER you published a statement giving the names of fish and the seasons in which they are available. Please send two copies of this issue to the Fish Section.

CANADA FOOD BOARD,
E. O. Sawyer, Jr.,
Fish Section.

"Carry Your Parcels" is the slogan adopted by a group of Saskatoon stores, and in a big full page advertisement appearing in the city papers they announce that they are co-operating with the Canadian government to release men to help in France. Customers are urged to carry parcels when possible, avoid returning purchases, make careful selection a habit, buy only that which you are going to keep and to avoid C.O.D. purchases whenever possible. By so doing, man power will be saved, overhead costs reduced and the cost to the customer will be ultimately reduced. Saskatoon merchants appearing on the list of those co-operating in the scheme are F. R. MacMillan, Ltd., The Royal Shoe Store, Mitchener's Ltd., Empire Meat Market, Ltd., Paragon Grocery, J. H. Sewell, Central Meat Market, King George Meat Market, West Side Grocery, Isbister Pretty, The Fawcett Hardware, Ltd., J. W. A. Jarvis, Wilkinson & Blair, Vassar Bros., Barries', Ltd., Clinkskill's, Regal Shoe Store, M. H. Gordon, James Austin, Butcher & Carson, Rolph & Co., Nutana Meat Market, Broadway Meat Market.

H. D. Marshall of Ottawa was in Montreal this week calling at his local office.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, April 24.—April seems due to make a record as a dull month in wholesale fruit and produce circles. Staple groceries are fairly brisk; fancy very quiet. Hams have gone up a cent to 34½c, and bacin a cent to 44c. Lard has advanced to 31c, and compound to 29c. Potatoes are firmer, and prices now are 27c to 40c. The high price is for netted gems from Washington. Rice stocks are claimed to be low. Holders of stocks before the embargo was imposed are making big profit at advanced prices. Apples are clearing up well. Oranges have eased up a little to $7.50 to $8 a box.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	165 00
Do., Siam, No. 2	....	150 00
Beans, Japanese, per lb.	....	0 14½
Beans, B.C., white	....	0 17
Potatoes, per ton	27 00	40 00
Lard, pure, in 400-lb. tierces, lb.	....	0 31
Lard, compound	....	0 29
Butter, fresh made creamery, lb.	0 53	0 56
Margarine	....	0 39
Eggs, new-laid, in cartons, doz.	0 45	0 46
Cheese, new, large, per lb.	....	0 24
Oranges, box	7 50	8 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., April 23.—Laundry and corn starch have advanced ½c a pound. Squirrel peanut butter, 5's, has increased a dollar a dozen. Corn syrup advances 60c to 70c a case. Molasses, 50c a case. Red Cross pickles increased in price 3c a gallon. Rolled oats are somewhat cheaper, 80's now being offered at $4.85. Large Ontario cheese is offering at 24c to 25c. Kootenashi small white beans are selling at 16c. Many lines of cigarettes and tobaccos advanced. Sugar prices have been readjusted slightly; it is now selling at $10.32. Bulk molasses is quoted at $1.10 a gallon. All dried fruits firm. Eggs are coming in freely; $11.25 to $11.75 a case being the prices quoted.

CALGARY:

Beans, small, Burmah, lb.	....	0 11
Flour, 98s, per bbl.	....	10 45
Molasses, extra fancy, gal.	....	1 10
Rolled oats, 80s	....	4 85
Rice, Siam, cwt.	9 00	9 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 14½
Sago, lb.	....	0 14½
Sugar, pure cane, granulated, cwt	....	10 32
Cheese, No. 1, Ontario, large	0 24	0 25
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	18 90
Eggs, new laid, case	11 25	11 75
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 95	5 50
Corn, 2s, standard case	5 50	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	6 50	6 80
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Navel oranges, case	7 00	8 50
Lemons, case	....	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 23.—Pronounced advances in rice were one of the features of this market this week, the advances ranging from $1 to $1.50, bringing the quotation price to $9.50. Beans have advanced another 25c to $7.75. Bulk currants are about 5c higher; while lard shows an increase of 90c a case for 3's, the present figure being $18.90. Package dates are from 75c to $1 higher. Corn syrup and starch have also registered advances. Advances ranging from $1 to $2 per 1,000 have taken place in many lines of cigarettes. New quotations are: Players, $10; Sweet Caporals, $10; Old Chum, $9.50; Hassan, $10; Gold Crest, $7.50; Grey, $12; Murad and Mogul, $14; Hyde Park, $13.50; Pall Mall, $20; King's, $27; Vafiadas, $13.50; Maspero No. 31, $13.50; Bow Bells, $7.50.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 27½
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 95
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 40
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	18 90
Bacon, lb.	....	0 46
Eggs, new-laid	....	0 36
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

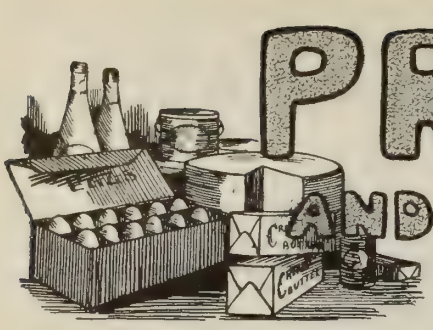
St. John, April 23.—Potatoes and eggs were two lines showing declines on this market during the week. Eggs are now quoted at 45c. The decline in potato prices was very marked, $2.50 to $2.75 being the present figures. Onions were slightly firmer at $2 to $2.50. Fruits were a trifle easier in price, oranges being quoted $7 to $9, according to size and brand; grapefruit, $6.50 to $7.50; lemons, $6 to $7. American clear pork is quoted $65 to $68. Molasses advanced slightly to 89c a gallon. Ontario beans are quoted $9.70 to $9.75.

ST. JOHN, N.B.:

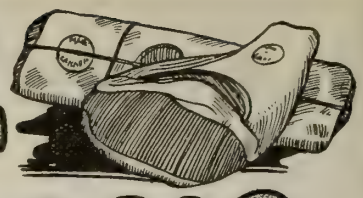
Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	13 00
Beans, yellow-eyed	....	10 25
Beans, California white	....	10 00
Beans, British Columbia white	9 75	10 00
Rice, Siam, cwt.	10 00	10 25
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 05	9 10
No. 1 yellow	8 55	8 60
Cheese, N.B., twins	0 24	0 25
Eggs, new laid	....	0 45
Breakfast bacon	0 38	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	0 34½	0 35
Lard, pure, lb.	0 32	0 32½
Potatoes—		
New, native, barrel	2 50	2 75
Onions, Canadian, 75 lbs.	2 00	2 50
Lemons, Cal., Messina, case	6 00	7 00
Oranges, California, case	6 00	9 00
Grapefruit, case	6 50	7 50

JELLY POWDERS WILL PROBABLY ADVANCE

There is every indication that there will be an increase in jelly powders within a comparatively brief time. This advance may be expected to entail an increased cost of 20 cents a dozen on existing prices. There are two causes for this possibility, first the sharp advance in the cost of gelatine already high in price, which brings it to a present figure of 40 cents a pound; and second, the high price of sugar and the daily increasing difficulty of getting sufficient supplies to continue the business. One firm has definitely discontinued taking orders till June 1 in both jelly powders and soft drinks, claiming that the orders on hand are sufficient to cover all supplies that they are able to obtain during that period. What action they will take after this date will be dependent largely on the conditions that may be prevailing at that time.



PRODUCE AND PROVISIONS



Served 6,300 Customers in One Day

Selling Fresh Meat Through New Suggestion to Prospective Customer — Novel Arrangement of Full Sides of Beef Showing Various Cuts — Plenty of Price Tickets and Neatly-worded Cards.

THE power of suggestion is used to good purpose in the meat, vegetable and fruit displays made by the Montreal Public Market. Things which are to be used for the table can be made so attractive as to sell themselves, and this has been the experience to a very great extent of this store. Many features that have been used here successfully were recently explained to the Montreal representative of CANADIAN GROCER.

Window Displays Important

"Our strong point is window displays," said H. P. d'Orsonnens, the manager of this rather novel store. It is located on St. Catherine Street, Montreal, where a large pedestrian traffic affords a real opportunity to draw the customer through this medium of attraction. "We change our windows every week, and sometimes twice a week," said Mr. d'Orsonnens. And evidence was not lacking that these were well made and effective. It is rarely that the windows are not filled with a tempting showing of fresh butchered meat or of fish or poultry. Sometimes a special display is made of fruit and vegetables, and these look tempting, too.

Interior Bazaar Effect

Departure from the regularly defined lines of store interior and arrangement has been made here. Beaver board has been adopted and by a clever fashioning of this into semi-circular shape the idea embodied in a bazaar has been followed. Thus, as customers enter they find themselves confronted with a neat and striking view of this booth, of which an effective impression may be gathered from the accompanying photograph. As a matter of fact the photograph does not flatter in that the pleasing tints that are used as a decoration are not seen. These decorations are in keeping with the store's business. Immediately beneath the centre of each of these beaver board sections a small sign spells the words, "Fruit," "Steaks," "Fish," "Meats," "Delicatessen," and so on, a small but important feature which serves to direct a new customer to the proper department.

The General Arrangement

But few words will be needed to supplement the illustration in explaining the arrangement of the store. The counters are fitted all around with sectioned plate-glass cases. These cases



Educating the housewife—a window display arranged by H. P. d'Orsonneus, of the Montreal market, to illustrate the various cuts of beef, and the purpose for which they may be used.

are made so that the front and top are enclosed but with the back open. This permits of easy access by the salesman and of prompt and efficient service being accorded the customer. Note the price cards. These are in evidence at all times and they are all done by the store manager. Just here let it be mentioned that Mr. d'Orsennens had no special training for this lettering work as CANADIAN GROCER was impressed with the attractiveness of the many signs and cards about the store and made enquiries on this point. It was pointed out that the average merchant can make his own cards all right if he has a little patience and applies himself to the work. All the signs are good.

There are three advantages to the use of these price cards: In the first place they arrest attention; in the second they are an unfailing guide to the salesman, and they are thirdly an indisputable indication to the purchaser that all are given one price and one price only—a very satisfactory practice.

Specialize on Butter and Eggs

"We make a specialty of our butter "and egg business," said Mr. d'Orsennens. "This is a good advertisement for us, and by taking care to sell only reliable produce, we find it a good piece of advertising. It is possible to get the price where the product sold can be guaranteed." In this manner many customers are made and they are usually well pleased if they can be fully satisfied in the class of butter they are sold and with the freshness of the eggs sent them. By adhering rigidly to this matter of quality the Montreal Market state that they have no difficulty in maintaining a fair margin of profit. The other lines carried in addition to fresh and cooked meats are vegetables, fruits, fish, poultry, a small line of popular canned goods and plain and fancy breads.

The Refrigeration Plant

Throughout the store a modern refrigeration plant has been installed. "This will maintain a temperature of about 40 degrees all through the hot season, and the cost of upkeep is very small," said Mr. d'Orsennens. "If we used ice it would cost us much more."

Served 6,300 Customers One Day

It is interesting to note that on the Saturday preceding Christmas this store's records show a total of over 6,300 customers. It was only possible to serve so many by well-directed arrangement. The sales are all made for cash. The purchaser is given a slip when the goods are selected. This is taken to the cashier who marks it when paid and it must be returned to the clerk again, who has the goods ready without further waiting. All parcels must be taken by the purchaser, and in this way the high costs of delivery are eliminated, and it is possible to give greater value for a given sum than when delivery has to be provided. To eliminate errors all counterslips are consecutively numbered and the two cashiers check the receipts of one another. Practically no errors are possible.

The Ribboned Beef

The photograph acompanying this article illustrates a very new and practical idea conceived by the store's manager. This shows a side of beef and it has been carefully divided into "cuts" by the use of narrow ribbons, to indicate to purchasers where the various cuts of beef are to be found. Thus, a woman interested in the purchase of a roast can see in a moment where a rib or a rump roast is located, and also a wing roast. The display was first used in the window and the ribbons are used also to trace to a platter in front of the window on which the respective roasts or cuts have been placed, and the prices of these cuts are given on a neat price card. Porterhouse steaks, neck, flank, boiling, single and two rib cuts and sirloins all are shown, there being 22 distinct designations. This is an idea that other dealers might well follow.

Other Important Features

"We are very particular that our clerks be careful as to weights in serving our customers," said Mr. d'Orsonnens, "and recently I was compelled to discharge a man for being careless in this respect, although the mistake was not a very large one. It has been made a principle of the business too that the little misunderstandings that will always arise shall be settled to the entire satisfaction of the customer. The principle has been pretty well followed that the customer is always right, and adjustments are promptly made that ensure a continuance of the patron's business."

New and novel signs are employed and are frequently changed. These are as much in evidence in the windows as they are within the store. On the side of beef herewith shown is a sign which reads: "When you buy, know what you buy. Study this beef, it is specially marked to show different cuts, according to quality."



Interior of the Montreal Market, St. Catherine St., Montreal, showing the novel design and scheme of decoration and the order'y arrangement of all the departments.



View of the entrance to the Groceteria of the Kent & Brown store, Moose Jaw, Sask., with the meat department in the distance.

Beating a Path to the Meat Department

Diplomatic Method of Bringing Customers in Touch With This Important Department—To See is Often to Purchase, and Making the Customer See Has Been the Best Argument For the Building of Business.

THERE are a good many merchants who have considered the problem of adding a meat department to their store but have hesitated to do so because they fear that they may not be able to interest their customers in it, and that consequently it may become a drain instead of a profit.

Kent and Brown, Moosejaw, Sask., have adopted a novel method of bringing this department to the attention of their customers and of assuring that they will be brought under its influence. Moreover this new idea has been of benefit to the general store trade as well. It is nothing more or less than the creation of a groceteria section. Now it may seem a far cry from the groceteria idea to the building of business in the meat department, but in this particular instance the two activities work hand in hand. Of course the groceteria was started as an idea in itself, but when it was being planned its influence on the other department was not overlooked.

The way that it helps the meat department is that every person who takes advantage of the groceteria has to pass the full length of the meat department to the store proper as this department forms one end of the new system.

How the Groceteria Helps the Store

Of course the main idea of the groceteria was to take the strain off the store itself. Kent and Brown, like all others have felt the difficulty of getting adequate help. It was to make up for this lack and also to lighten the work of the deliveries that the groceteria scheme was inaugurated. In both these directions the scheme has proved itself a most unquestionable success. It has unquestionably added to the effectiveness of the work of the store .

Many of the customers buy their small stuff in the groceteria department and then purchase the remainder in the store proper, having them sent by delivery. To avoid the difficulty of having to refuse to add to the delivery the parcels purchased in the groceteria department a hard and fast rule was made that there should be a 10 cent charge on all deliveries of parcels purchased in the groceteria department. It is found that very few people take this course, preferring to carry their parcels rather than lose what they have already gained in buying in this new department.

Making a Beaten Path to the Meat Department

But as has been said, one of the chief factors of this new department, of course is the fact that it leads to the meat department. A customer passing through the groceteria is bound to pass through the meat department to get out again.

A year ago there was no meat department although the firm has always had a substantial business in cooked and smoked meats. About a year ago, however, they decided to go into meats on a large scale. They had a vacant spot in this part of the store and decided to turn it into a meat department. As things stood it was rather out of the way, but by using the groceteria as shown in the sketch, people have been taking to it despite themselves.

The meat department paid from the minute it was opened. It seems as though the people were waiting for it. One of the heads of the firm, speaking about this department, stated that one of the great secrets of success was in avoiding shrinkage. They had taken care to get a good man in charge who was able to manufacture sausage and head cheese and to render lard. These are the three main lines that are manufactured in the department which take in the pieces that are not sold over the counter. These are pieces that are good and wholesome but have not got the appearance of the better cuts. By using them up in this way the store is able to get the exact price to eliminate loss by employing a man who is a first class

butcher and knows how to make these lines successfully.

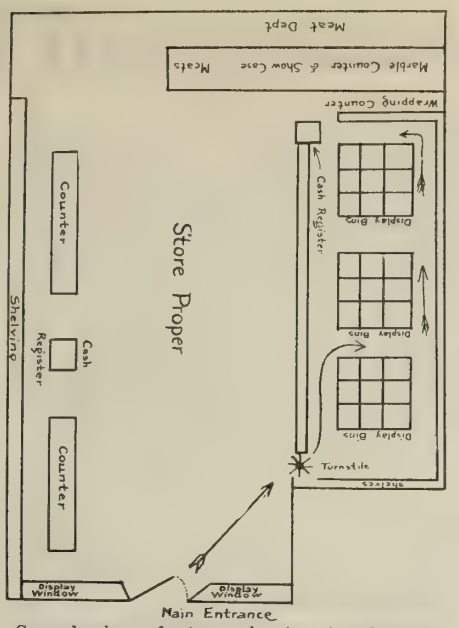
The Danger of Too Many Friends

Continuing, the member of the firm referred to above stated "that there is more to selling meat than merely cutting it up and handing it over the counter." One of the main things to be avoided was not to have too many friends who got the best cuts at low prices. One of the reasons why so many grocers failed in their meat department was because they gave their best customers the choicest cuts, sometimes at a little off, with the result that the dealer did not get his money out of the carcase. If he lost on the best cuts he stood no chance of getting good price on the poor cuts. Coming down to brass tacks, a dealer who paid $100 for a quarter or half beef say, had to get the money out again as well as the profits, there was no other way to do it, he said. The way to run a butcher department was to treat everybody right. A friend of the store was not a friend if he or she wanted to get something for nothing, and as soon as a dealer started treating one person better than another he got into difficulties and lost the profit that should rightfully come to him.

The meat department handles poultry, using only dressed birds, not drawn. They were particular to get plump birds, and not too small. If they were small they would not sell at any price.

Electric Mincer a Sales Builder

One of the new pieces of equipment entered into the store in this new department is an electric mincer for making Hamburg steak. This has been of great assistance in their sales. A customer was able to pick out the piece of meat she wanted and to have it minced before her eyes. Many people were suspicious about Hamburg steak, no matter how nice it looked, they are not sure what there is in it. By having an electric mincer which runs meat through in a second almost, they do away with this trouble. It is very satisfactory to the woman to see the meat coming through on a nice clean piece of paper, and she can go home and enjoy it. This is a far better method than taking a piece of meat to the back of the store and putting it through by hand. Kent and Brown claim that this machine has been very effective in increasing their sales.



Ground plan of store, showing location of Groceteria and how it aids the Meat Dept.

It isn't everyone who can develop a new department on such lines that it shall not only be a success by itself, but that it shall prove a most effective assistance to other elements of the business. This however has been the experience in the case of this innovation. Probably there are many other grocers who have vacant space that can be put to some such use to the benefit of the other departments of the store.

THE HIGH COST OF LIVING FOR THE HEN

The United States egg experts have been conducting experiments at their test farm to ascertain just how much it costs to produce eggs, and their report is full of interest, in the face of the prices prevailing in retail markets.

Leghorn pullets, it reports, eat an average of 4.8 pounds of feed in producing a dozen eggs. The feed costs on an average 12.9 cents per dozen eggs produced by the flock. The cost of feed per dozen eggs varied from 9.2 cents in July to 41.4 cents in November, when, during the moulting season, the flock continued to eat, but, of course, produced fewest eggs.

When the dealer informed her that the price of eggs was forty cents per dozen, she exclaimed: "Forty cents! Why that's more than three cents for each egg!"

"Yes, mum," said the dealer; "but you must remember that one egg is a whole day's work for a hen!"



A panorama view of the Groceteria Dept. of the Kent & Brown Grocery, showing how this section leads right into the Meat Department.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

A DECLINE in the price of live hogs has been registered during the week and this has resulted in a readjustment of prices in some quarters on dressed meats. Whereas present quotations show a decline in one or two instances others again are higher.

Shipments of margarine have reached the city and wholesalers are now able to complete orders on their files and take care of new business which they report is coming along in good volume.

Nothing new in the fish market has become evident during the week. Fresh lake fish are not marketed freely owing to heavy winds restricting the catch.

Eggs remain unchanged during the week. Montreal dealers are storing but as yet, Toronto dealers, except in one or two instances, are keeping away from this business. Receipts are very good and a heavy consuming demand is apparent.

Butter holds firm but with an improvement in receipts expected, somewhat lower prices, it is thought, will soon prevail. As yet the supply is not increasing very rapidly.

Hogs to be Easier; Meat Prices Held

Montreal.

PROVISIONS.—The hog market is interesting in that there is a tendency to limited trading with prices so high. "Hog prices have got to come down before trading will improve, and many are awaiting this," said a large abattoir to CANADIAN GROCER this week. Selects are selling, liveweight, at $21, and some are selling at $20.50. It is hard to say just at present what the conditions prevalent throughout the country are at the moment. Cured meat trade is of rather limited proportions and the prices are without any change whatever.

Hogs, dressed—		
Abattoir, killed	28 50	29 00
Hogs, live	20 50	21 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	....	0 40
Shoulders, roast, per lb.	....	0 42

Half a Cent Advance For Lard; Very Scarce

Montreal.

LARD.—With an active demand for lard on both local and outside account the product has become scarcer and prices have advanced half a cent. per pound all around. The continued demand is likely to keep prices up for the present, for with hog delivery curtailed there will not be as much surplus as would be the case ordinarily at this season.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 31½
Tubs, 60 lbs.	....	0 32
Pails	....	0 32¼
Bricks, 1 lb., per lb.	....	0 33¼

Better Shortening Supply; Prices Held

Montreal.

SHORTENING.—There is a better shortening market, with an improved delivery the last ten days. Demand is good and supplies are going out to both city and country points in fair volume. Prices have been maintained throughout the week.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	....	0 28

Little Live Poultry Reaching Market

Montreal.

POULTRY.—While a reasonably good demand still exists for poultry, there is very little delivery of live birds. This is due, think the produce men, to the need for greater production. Hens are being kept this year longer than usual in the hope that eggs may be produced from them beyond the usual heavy production period. This is probably a wise course upon the part of the farmers. Prices have been maintained without any change whatever.

	Live	Dressed
Young ducks	....-	....- 0 32
Turkeys (old toms), lb.	....-	....- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	$0 30-$0 35	$0 35-$0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chickens	....-	....- 0 37

Large Egg Receipts With Prices Easier

Montreal.

EGGS.—The feature of the week is that of increased receipts and these show a big improvement over the corresponding week of 1917. For the week ending April 20 receipts were 17,032 cases, against 9,617 cases for the same week last year. This has made a surplus, and several of the produce men have been storing various quantities even at the high prices. Several cars were brought in from Winnipeg and the prices paid there f.o.b. cars were from 35 to 36c. The local demand is good and prices have declined 1c per dozen and will go lower. Production has much increased.

Eggs—		
New-laid	0 40	0 41

Several Cars Margarine With Demand Good

Montreal.

MARGARINE.—There is a ready sale for the imported margarine, which is finding its way here now from United States points. During the last week the surplus has increased, but prices are still held on the old basis. It is expected that there will be a fair supply for the immediate future in view of the allotments that recently were made by the Government.

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Butter Easier; First Board Price 2c Less

Montreal.

BUTTER.—The first meeting of a local board was held last week at Ste. Hyacinthe, and the opening prices were 49c f.o.b. that point. This indicated a drop of 2c per pound within the week "Prices," said a large produce man to CANADIAN GROCER, "will gradually decline with the arrival of new supplies." It is possible to get supplies forward from Ontario points now of creamery grades, but these will not be picked up readily so long as the present prices obtain. The prices given herewith cover the market.

Butter—		
Creamery prints (fresh made)	....	0 53
Creamery solids (fresh made)	....	0 52
Dairy prints, choice	0 41½	0 44
Dairy, in tubs, choice	....	0 39

Opening Prices on Cheese; Surplus Held

Montreal.

CHEESE.—Some activity is now being manifested in the cheese situation. Last week a meeting was held in Quebec at St. Hyacinthe, and the opening price of the board was 20⅜c per pound. It is stated that a considerable quantity of cheese is held in various factories here and there, and that the same will probably be kept there until an announcement is made with regard to the Dairy Produce Commission's settling of the

1918 price for export quantities. There is still a fairly good demand for cheese here and at country points at the following prices:

Cheese—		
Large, per lb.	0 22½	0 23½
Twins, per lb.	0 22½	0 24
Triplets, per lb.	0 22½	0 24
Stilton, per lb.	0 25	0 26
Fancy, old cheese, per lb.	0 28	0 29

Much Interest in New Fish Scheme; Lower Prices

Montreal.

FISH.—There is considerable interest in the experiment being conducted in conjunction with the Government Food Controller's scheme to give the public fish at a nominal rate. A carload of fresh frozen fish is being sold through established stores here, and the results should soon be evident as to whether this idea will be feasible and satisfactory. Some of the fish importers think it may serve to show that cheap fish is obtainable at all season. Generally fish demand is good. Haddock and codfish have firmed in price, and Gaspereaux, together with certain kinds of salt and pickled fish and smoked fish, have declined. There are as yet no supplies of fresh river or lake fish. With better weather conditions these are expected to come forward soon. Bulk oysters are scarce. Prawns, shrimps, lobsters and scallops are somewhat easier. Trade is fairly good.

SMOKED FISH.		
Haddies (fresh cured)	0 13	0 14
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 22	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 00	2 25
SALTED AND PICKLED FISH.		
Haddock	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	6 75	7 00
Do., half barrels	....	7 00
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl.	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (Skinless), 100-lb. box.	12 00	12 50
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	2 20	2 25
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS. LOBSTERS		
Lobsters, medium and large, lb.	0 40	0 45
Prawns, lb.	....	0 28
Shrimps, lb.	....	0 26
Scallops	....	3 50
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	11 00
3 gal. (wine) cans	....	6 00
1 gal. (wine) cans	....	2 00
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Haddock	08	09
Mackerel	17	18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Dore	0 12½	0 13
FRESH FISH		
Haddock	0 07½	0 09½
Steak cod	0 10	0 12
Market cod	....	0 07
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 13	0 20
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Western Halibut	....	0 26
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	....	0 22
Flounders	0 06	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 12
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 18
Mackerel, per lb.	....	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Live Hogs Decline Another 25 Cents

Toronto.

PROVISIONS.—Live hogs have registered a further decline of 25c, and fed and watered are now being bought at $19.75 per 100 pounds. The run throughout the week, while not heavy, were well finished and quickly absorbed.

Little change has been made in the situation in dressed meats though a slightly easier tone is apparent in some lines. The others again show strength and the revisions would indicate an endeavor to place meats on a basis proportionate to their value. The present range of quotations follows:

Hams—		
Medium	0 36	0 38
Large, per lb.	0 28	0 31
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 52
Bacon—		
Breakfast, per lb.	0 38	0 43
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	0 32	0 32½
Cooked Meats—		
Hams, boiled, per lb.	0 46	0 48
Hams, roast, without dressing, per lb.	0 49	0 51
Shoulders, roast, without dressing, per lb.	0 46	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	29 50	30 00
Live, off cars	....	20 00
Live, fed and watered	....	19 75
Live, f.o.b.	....	19 00

Very Firm Situation in Shortening Continues

Toronto.

SHORTENING.—Deliveries of cotton seed oil are coming along in somewhat better volume, which would indicate that railroad congestion is somewhat relieved. The market, however, remains very firm with supplies offering equal to present demand. No surplus has been provided for as yet and is hardly expected under present allotments.

Shortening, tierces, 400 lb., lb. 0 26 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Holds in Very Firm Market

Toronto.

LARD.—The position of lard is one of extreme firmness and in some quarters the lowest quotations on pure, tierce basis, is 31½c per pound. The supply is by no means heavy, but the demand is light and being taken care of with reasonable promptness.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Supplies Ready for Distribution

Toronto.

MARGARINE.—The long delayed shipments of margarine have finally reached the city and dealers are now in a position to handle orders promptly for this product. A good demand is already manifest and a firm tone is apparent in the market. No change in quotations has been made, No. 1 being quoted at from 32c to 33c per pound.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 32
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Holds Firm; Receipts Limited

Toronto.

BUTTER.—A very firm situation continues to manifest itself in this market though for the week prices show no change over last week's quotations. The supplies reaching the city show little improvement as yet, but better receipts are expected shortly, at which time prices may be expected to recede somewhat. It is felt that now margarine is in, dairy butter will experience a considerably lighter demand. Fresh made creamery prints are being quoted at from 52c to 54c per pound.

Creamery prints, fresh made	0 52	0 54
Creamery solids, fresh made	0 49	0 51½
Creamery prints, storage	0 49	0 52
Creamery solids, storage	0 48	0 50½
Dairy prints, choice, lb.	0 40	0 46
Dairy prints, lb.	0 36	0 40

Position of Eggs Unchanged; Few Storing

Toronto.

EGGS.—The position of eggs shows little change over conditions outlined last week. Prices show no further declines, though improved receipts continue to be reported. However, there is very little surplus yet over the demand and the disposition on the part of the majority of dealers is to keep away from the storage end of the business. There are some who have started to store limited quantities but by no means in proportion to former years.

Eggs—		
New-laids, in cartons	0 40	0 42
Do., loose, doz.	0 39	0 40

Continued on page 144.

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Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

PICTURE FRAMES AND MOULDING

Where can I buy picture frames and picture frame moulding? Kindly advise.

W. A. Ganter, Red Rapids, N.B.

Ans.—Address Matthews Bros., Ltd., Sorauren Ave., Toronto, Ont.; Phillips Mfg. Co., Ltd., 258 Carlaw Ave., Toronto, Ont.

BREWERIES, LIQUOR STORES, GUM AND BICYCLE MFRS.

Please give me names and addresses of the following houses in Montreal and Toronto: Breweries who make beers and stouts; names of grocery liquor stores allowed to sell liquor until 1919; names of wholesale chewing gum houses; names of bicycle manufacturers; names of wine manufacturers.

J. A. Morrison, Tarbot, C.B.

Ans.—Breweries who sell beers in Toronto and Montreal are as follows: Kormann Brewery, Ltd., Toronto; Copland Brewing Co., Toronto; O'Keefe Brewery Co., Toronto; Reinhardt Salvador Brewery, Ltd., Toronto; Frontenac Breweries, Ltd., Montreal; National Breweries, Ltd., Montreal. Breweries selling stouts, porter, etc., as follows: Dominion Brewery, Toronto; Cosgrave Brewery Co., Toronto; Molson's Brewery, Ltd., Montreal.

No grocery stores in Toronto have permission to sell liquor under the provisions of the Ontario Temperance Act. Following are the names of Government appointed liquor vendors in Toronto who supply orders on doctors' prescriptions, etc.: J. S. Giles, 110 Church St., Toronto; T. Ambrose Woods, 1271 Dundas St. W., Toronto.

Grocery stores in Montreal now handling liquor are allowed to do so until early in the year 1919 though no further liquor licenses are now being granted.

Practically all lines of chewing gums, with the exception of Wrigley's, are handled to some extent by wholesale grocery houses. Names of chewing gum manufacturers are as follows: Canadian Chewing Gum Co., Ltd., Toronto; Canadian Chicle Co., Ltd., Peterboro, Ont.; National Chicle Co., Toronto; O-Pee-Chee Gum Co., Ltd., London, Ont.

Names of bicycle manufacturers are as follows: Hyslop Bros., Toronto; Canada Cycle & Motor Co., West Toronto; Planet Bicycle Co., Toronto.

Names of wine manufacturers as follows: Canadian WineCo., Toronto; F. W. Horner, Ltd., Montreal; St. David's Wine Growers Co., Toronto; St. Louis Preserving Co., Ltd., Montreal (unfermented).

Please inform us why 40-50 prunes should be higher in price in Toronto than in Montreal, as reported in your quotations of March 15.

A. L. Parker & Co., Lennoxville, Que.

Ans.—There is no reason that we know of other than local conditions. The size quoted is evidently scarcer in Toronto than in Montreal.

Please give me the name of the firm manufacturing small cooked meat containers of wood fibre.

H. Coleman, Kincardine, Ont.

Ans.—The Canadian distributor is P. A. Spencer, Montreal.

GROCERY LICENSE IN GENERAL STORE

What license or licenses, if any, are required for a country general store in which the stock consists of groceries, meats, fruits, etc. Kindly let me know the fees required.

Pearlman & Co., Magnetawan, Ont.

Kindly advise where application papers for retail license can be obtained.

C. B. Clements, Port Medway.

Is it necessary for a general store to take out a license?

J. A. Parker, Goring, Ont.

Please tell me when I require a license, for a general store, and where to apply for it.

W. McMillan, Ardburg, Ont.

Ans.—See first article in this issue for full particualars.

Kindly give us the names of butter tub manufacturers.

Weidman Bros., Winnipeg.

Ans.—The E. B. Eddy Co., Ltd., Hull, Que.; Wm. Cane & Son, Newmarket, Ont.; Keenan Woodenware Mfg. Co., Ltd., Owen Sound, Ont.

Would you kindly gives us a few names of some of the leading Canadian piano manufacturers?

Est. of D. F. Lambert, Lord's Cove, N.B.

Ans.—The Bell Piano and Organ Co., Guelph; Gourlay, Winter & Leeming, Toronto; Gerhard Heintzman, Toronto, Ont.; Nordheimer Piano and Music Co., Toronto; Mason & Risch, Toronto; W. Doherty Piano and Organ Co., Clinton, Ont.; Martin-Orme Piano Co., Ottawa, Ont.; Sherlock-Manning Piano and Organ Co., London, Ont.

WHOLESALER WRONG IN REFUSING PRODUCE FROM RETAIL MERCHANT

I have sent to Henry Amphlett for license application as advised in your journal, but have yet received no reply. I have sent some produce to a wholesale dealer who says that he cannot buy or sell to anyone not having a license.—Alexander Shute, Holland Centre, Ont.

Ans.—You have applied to the right source and your license application will probably come in due season. Your produce dealer is absolutely wrong in his contention, by the form of license he has he is forbidden to trade with any party who is required to have a license, and has not obtained one. You are not required to have a license till May 1, and consequently there is no restriction against his trading with you till after that date.

IS A LICENSE FOR BUYING PRODUCE NECESSARY?

After buying a retail grocer's license do I have to buy a wholesale produce license, on account of the butter and eggs I sell during the year to the cold storage companies?—G. H. Thompson, Oil Springs, Ont.

Ans.—There has been no statement on this point from the Canada Food Board, the only authorities on the subject, but we are decidedly of the opinion that your retail grocer's license covers this business. It is an accepted part of the general store business.

USE OF THE WORD "MAPLE"

Can such a phrase be used as syrup with maple flavor? Can the word regular be used, as regular price so and so, when that is not the price usually obtained by the merchant?—Subscriber, Kitchener, Ont.

Ans.—The use of the word maple on any syrup or sugar product other than absolutely pure maple syrup and maple sugar is an infringement of the law. As far as the word "regular" is concerned we doubt if it is illegal, unless it could be established that fraud was intended.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

Gunns



Gunns

COMING TO THE FRONT

WHY?

BECAUSE THEY ARE A TRUE FOOD CONSERVER.
THEY ARE WHOLESOME AND NUTRITIOUS.
THEY ARE THE IDEAL, ALWAYS READY SUMMER FOOD.
THE FLAVOR IS DELICIOUS.
PARTICULAR PEOPLE BUY THEM.
YOUR CUSTOMERS COME BACK FOR THEM.

DSPLAY GUNNS BRAND PORK AND BEANS,
DEMAND IS GROWING

SIZES 1 FLAT, 1½ TALL, 2 TALL
Plain, Chili, or Tomato Sauce

GUNNS LIMITED—WEST TORONTO

Now's the time to start your Spring "Counter"-Attacks

—by featuring these easy-selling products



LET your Provision Counter be the principal point of interest in your store. Make it so bright—so enticing—so good to look at—that everybody who comes in will feel constrained to buy something!

Davies' Quality Products are just the lines to help you make a good, tempting display and build up more and bigger sales.

Show a good assortment of Davies' Fresh Cured and Smoked Meats, Pure Lard, "Peerless" Shortening, Pork Pies, Pork and Beans, "Peerless" Pickles, "Glengrove" Butter, Eggs and Cheese—all genuine **quality** products that make pleased customers and keep your salesmen busy.

We shall be pleased to quote you prices on any of these products — or if you would like one of our travellers to call, drop us a postcard saying where you are located and we'll be glad to make your acquaintance.

Davies' Quality Products are used in a large number of the best Canadian homes. Dealers who handle these products are building up good reputations in their localities.

Davies Quality Products are "EASY to SELL but HARD to BEAT"

THE WILLIAM DAVIES COMPANY LIMITED

Montreal **TORONTO** **Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.

Our Specialty:

PURE MEAT SAUSAGE

12 VARIETIES

Present prices make them easy to sell.
Schneider Quality brings repeat orders.
Turnover is quick and margin good.
Easy to handle,—No bones,—No waste ends.

A post card will bring you Sausage and Smoked Meat prices. Entire satisfaction on mail orders assured.

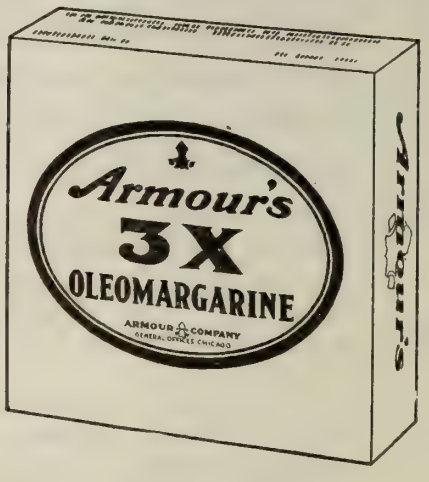
J. M. SCHNEIDER & SONS, Limited KITCHENER, ONTARIO

Back Bacon

Same cure as our Famous English Breakfast Bacon. Sold Rind off with Rib in. Also Boneless and also put up in casing. This last is a very choice line and giving great satisfaction.

F. W. FEARMAN CO.
Limited
HAMILTON

Highest Quality Made



Served at Best Tables

ARMOUR and COMPANY
HAMILTON, ONTARIO

This page is referred to frequently by buyers in need of supplies, and for this reason you should be represented here. Don't miss this opportunity.

CANADIAN GROCER, 143-153 University Ave., Toronto



Is This Card In Your Window?

To get the housewife to give H.A. Brand Oleomargarine a *first trial* is the important thing.

You have helped us to build up a big trade for H.A. Brand Oleomargarine inside of a very few months. It enjoys a steady sale among those housewives who have been induced to put it to the test.

We must now endeavor to get *every* housewife to give it that first trial which invariably results in its continued use thereafter.

OUR PART

A big educational advertising campaign for H.A. Brand Oleomargarine will commence immediately. By the judicious use of large newspaper and magazine space, we will attempt to remove the last vestige of prejudice against this wholesome food product. Advance proofs of our new advertisements will reach all customers within a few days.

YOUR PART

To sell it with enthusiasm. A gentle push over your counter, backed by this advertising, will result in profitable business for you.

Let folks know you carry H.A. Brand Oleomargarine. Send for two of the cards (illustrated above) (size 11" x 14"). Put one in your window. Hang the other up behind your counter.

Because it is made in Canada, H.A. Brand Oleomargarine comes to you in a fresh, wholesome condition. It is shipped to you not later than 24 hours after being churned—and takes but little time in transit.

We count upon your support in our coming campaign.

THE HARRIS ABATTOIR COMPANY, LIMITED.
TORONTO - - CANADA



Design A 6

There's your refrigerator!

The "Eureka" is the greatest force at work today conserving Canada's meat supply.

No article of store equipment gives such perfect satisfaction or is so universally used in the retail stores of the Dominion.

For 31 years the Eureka has remained without a rival.

It saves meat, ice and money.

Write us for catalog and full particulars.

"EUREKA" Refrigerators large and small—ANY size—for Butcher and Grocer.

Eureka Refrigerator Co., Limited

11 Colborne Street, Toronto **Telephone Main 556**

Branches: **James Rutledge, 2608 Waverly St., Montreal** **Geo. Bonnycastle, Winnipeg**
J. H. Galloway, 194 Main St. E., Hamilton **Walter Woods & Co., Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.

ESTABLISHED 1874

Procure one of our Fish Display Boxes--elegant, solid, sanitary --at $10 a piece.



Get ready to handle Fish this summer. There will be a big demand.

For all kinds of fish, fresh or cured, frozen or smoked, canned, preserved or prepared, call at the old reliable headquarters, whether you want to place an order, get quotations or talk ***FISH.***

D. HATTON CO.
MONTREAL

HEINZ

Canadian-American Food Products.

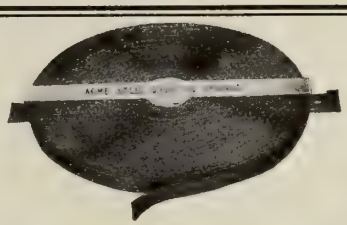
57 VARIETIES

Canadian Factory, Leamington, Ont.
Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	**John Tobin & Co.**
St. John	**Baird & Peters.**
Quebec	**J. B. Renaud & Co.**
Ottawa	**Provost & Allard.**
Winnipeg	**The Codville Co., Ltd.**
Edmonton	**The A. Macdonald Co.**
Lethbridge	**The A. Macdonald Co.**
Calgary	**Simington Co., Ltd.**
Fernie, B.C.	**Western Canada Wholesale C**
Moose Jaw	**The Codville Co., Ltd.**
Saskatoon	**The Codville Co., Ltd.**
Vancouver	**Kelly, Douglas & Co.**
Victoria	**Kelly, Douglas & Co.**



ACME
PATENTED

This is the trade mark to look for in buying your Box Strapping, Corrugated Fasteners, Steel Mats, Running Board Mats, Clasp, Box Corners, Bed Fasteners.

Acme Steel Goods Co. of Canada, Ltd.
MONTREAL
Agents—T. A. Corley & Son, Winnipeg; Lynch & Manley, Toronto; H. C. Brennan Co., Ottawa; Landry & Simard, Quebec.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA.

If any advertisement interests you, tear it out now and place with letters to be answered.

Still Awaiting Developments in Cheese

Toronto.

CHEESE.—The attiude of waiting still expresses the situation in respect to cheese. There has been no announcement made as yet as to what prices are to be, though the market holds firm and unchanged in anticipation of some definite action soon.

Cheese—		
New, large	0 22	0 23½
Old, large	0 23½	0 24½
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Little Change in Poultry; Receipts Light

Toronto.

POULTRY.—Little excitement has marked the situation in respect to poultry during the week. Receipts continue to be in very small volume and supplies are being absorbed quickly. The present high prices have not yet provided for any surplus, but whether the demand would take care of greatly increased receipts at to-day's market is a question.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Geese	0 15- 0 18	0 22- 0 24
Turkeys	0 26- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 22- 0 27	0 24- 0 28
Chickens, 4½ lbs. up	0 25- 0 29	0 28- 0 33
Chickens, under 4½ lbs	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 29

Heavy Winds Holding Back Lake Fish

Toronto.

FISH.—The heavy winds which have held forth quite steadily during the past couple of weeks are proving a factor in keeping supplies of fresh lake fish down to a minimum. A fair offering of fresh sea fish is being made, however, though prices are somewhat stiffer in some quarters. Fresh Eastern halibut is expected and will be sold at from 20c to 23c per pound; haddock remains unchanged at from 7½c to 9c and steak cod at 9½ to 11c per pound; flounders show a wide range from 8½c to 10c, and herring from 7c to 10c per pound. Supplies of pickled and dried fish, fresh frozen sea fish and fresh frozen lake fish are becoming limited and in some quarters many lines are practically exhausted. Quotations show little change in list herewith.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 15
Chicken haddies, lb.	0 11	0 13
Haddies, fillets, per lb.	0 13	0 17
Ciscoes, per lb.	0 15	0 17
Kippered herring, per box	1 75	2 00
Digby herring, skinless, 10-lb.	2 20	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	**3 40**
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt mackerel, kits, 20 lbs.	....	4 50
Labrador salt herring, barrels	....	11 50
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 12½	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	0 20
Do., Restigouche	....	0 27
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 7	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	0 14	0 16
Do., No. 2, lb.	....	0 12
Oysters, No. 3 size pkg., selects	....	....
Blue points, bbl.	....	....
Malpeque, bbl.	....	....
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00
FRESH FROZEN LAKE FISH		
Herring, Lake Superior, bags, lb.	....	....
Herring, Lake Erie, pan frozen	0 08½	0 10
Pike, dressed	0 10	0 11
Do., round	0 09	0 09½
Whitefish, frozen	0 12½	0 13
Trout, lb., frozen	0 14	0 16
Mullets, frozen, lb.	0 06	0 07½
Yellow pickerel, frozen, lb.	0 12½	0 13

Hogs Are Steady; Delivery Light

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market last week reached 19½c, and packers state that the outlook is for a steady market. The market here is in harmony with outside markets. Provisions are steady, and prices are about the same. One of the reasons advanced by the packer why the market should not go lower was that farmers were going back on the land, and deliveries of hogs would fall off. Eggs—The market was unchanged last week. Outside demand was good, and consumption very heavy. Trade were paying 36-37c for eggs. Butter—Creamery butter is temporarily very firm. Dairy butter is quiet and receipts light. Outside demand is weak.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, per lb.	....	0 40
Breakfast, select, lb.	....	0 42
Backs,	0 40	0 44
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 53
Cases, 3s	....	18 00
Tierces	....	0 26¼
Tubs, 50s, net	....	13 25
Pails, 20s, net	....	5 55
Fresh Eggs—		
New laids	0 35	0 37
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 48
Fresh made creamery, No. 2	....	0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	....	0 32½
No. 2	....	0 30½
No. 3	....	0 29½

Poor Margarine Shipped In Some Cases

Winnipeg.

MARGARINE.—There continues to be difficulty selling this commodity. One hears from many quarters of margarine going off. Jobbers state that the margarine some firms have been shipping in here would not keep any time, and that the packers themselves only guarantee it in good condition when shipped. Some of the margarine is said to have gone "off" inside of two weeks, although in a cold place. A local jobber said that his margarine turned green right to the centre in several instances.

MEAT SALES INCREASED BY MACHINE-SLICER

Two years' experience with an up-to-date meat-slicing machine has sufficed to prove its worth in the C. McCausland grocery, Paris, Ont. The management of this store reports that in the past two years since the machine was installed, sales of cooked meats have increased, largely through the increased efficiency of the machine-slicer. Increased speed and minimizing of waste are said to be the chief features in the experience of this store with the meat slicer. The management is of the opinion that there is some advantage to be gained by allowing one person to constantly operate the machine when meat is to be sliced. It is pointed out that some waste has been noticed if this plan is not adhered to.

FISH MARKETING CONDITIONS IN FORT WILLIAM

A recent meeting of merchants of Fort William was called to consider the proposals of the Canada Food Board regarding a supply of sea fish for the city. It was decided to advise the board as to the conditions in Fort William as follows:

That the supply of sea fish at lower prices than those prevailing at present would be regarded as a great benefit; that the fish should be shipped to some one person who has the equipment to take care of them; that fish now received arrives in the city in good order; that merchants have not at present separate fish sections in their retail shops; that the present consumption of fish is about two tons per week, which might be largely increased and that the local retailers are willing to co-operate in increasing the sale. Following this, the meeting asked the food board as to what arrangements can be made for the shipments to be forwarded regularly, what kind of fish can be delivered at this point for ten cents a pound, and what varieties of fish are comprised in the general term "flat" fish, specified by the board in its circular. A complete list will be sent to the board, showing the prices paid by dealers for fish of all kinds at present, and the retail prices to the consumer.

Z. Limoges, wholesale provision merchants, Montreal, have removed from 652 St. Paul Street. W., to 26 William Street, the former location of Matthews, Ltd.

Mr. Northern Ontario Grocer

If You were an Artillery Officer in France

in charge of a field battery and needed ammunition, needed it in a hurry and told them so, waited and waited with things getting worse every minute, sent in a hurry up order and was told that your order was being filled from supplies held about 250 miles down the line, wouldn't you fume? knowing that right back of your position was a big supply of everything you needed, that your order, if filled from that stock, would arrive in time to save the situation.

Your Business is Like That Field Battery

And one of our warehouses is right back of your position. Are you using it? Or are you waiting for supplies to be brought up at least 250 miles over lines disorganized by scarcity of trained labor and an unprecedented congestion of freight?

In addition to unrivalled service we offer you minimum freight rates, a saving of cartage charges, prices which invite comparison and stocks equal to your demands.

Phone Free to Buyers

National Grocers Limited,

North Bay, Sudbury, Sault Ste. Marie.



We can market your products successfully in the West

YOU need the Western market and we can connect you.

Our facilities are the result-getting kind. We possess the **Necessary Experience,** the **Requisite Confidence,** the **Aggressive Representation,** and the **Ample Accommodation** that make for success.

We are constantly in touch with the Western Wholesaler and Retailer. Having your product pushed by twelve aggressive men—nine of whom are doing retail work exclusively—is a guarantee of good results.

Introducing your line under our auspices means that it will be backed by an established record of 15 years' successful selling in the West.

We cordially invite you to investigate our claims and to judge for yourself of the merits of our proposition. We sell **CHRISTIE'S BISCUITS** and **ROBERTSON'S CONFECTIONERY** direct to the Retail Trade.

SCOTT-BATHGATE CO., LIMITED

Wholesale Grocery Brokers and Mfrs. Agents

149 Notre Dame Ave. East, Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

INSIDE FACTS

10 to 12 days were required in the process of making that package of Kellogg's Toasted Corn Flakes you sold to-day, Mr. Grocer.

Sweet White Corn, to which we add healthful and beneficial ingredients, is what you sell in The Red, White and Green Package.

The Original.

No small satisfaction either when you know they are the best.



Battle Creek Toasted Corn Flake Co., Limited

Head Office and Factory
LONDON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

"Circle R Brand" Compound Tartar

The largest selling substitute for Cream of Tartar in the world.

Quality—Not Price—Did It.

The Fact that the largest users of Leavening Powders on this continent are buying "Circle R" means something—It means that their chemists have reported it **Equal In Efficiency—MORE Economical—Greater Food Value**



A Guarantee Which Is Backed Up To the Limit

"We guarantee every can of 'Circle R Brand' Compound Tartar to give absolute satisfaction to the purchaser, and authorize the retail merchant to refund full purchase price to any dissatisfied buyer."

(A display sign with this guarantee in each case.)

CANADIAN AGENTS:

Baird & Peters, Limited, St. John, Province of New Brunswick
Bauld Bros., Limited, Halifax, Province of Nova Scotia
Stewart Menzies & Company, Toronto, Provinces of Ontario and Quebec
Watson & Truesdale, Winnipeg, Manitoba, Saskatchewan and Alberta

Manufactured and Guaranteed by

Caverly-Plumer Co., Lynn, Massachusetts, U.S.A.

"Circle R Brand" Compound Tartar

appeals especially to those good old-fashioned cooks and housewives who **know:**— That the lightest, whitest and best biscuits, doughnuts, etc., can be produced only by the combination of Cream Tartar and Soda, two parts to one, as a leavening agent.

By using "Circle R" in place of Cream Tartar in this combination, the same, or better results are obtained, and at half the cost.

The picture below represents a shipment of "Circle R" weighing

Fifteen Thousand Pounds

The concern buying this were consumers, not jobbers. Our product was subjected to most thorough and exacting analysis in competition with many other "substitutes," "baking powders," etc., and, with efficiency and purity alone counting, an order aggregating **over 30,000 pounds resulted, of which this was a part.**



Recently a sample of "Circle R Brand" was submitted to one of the foremost food chemists in the United States, with request for most careful and exhaustive report. We submit herewith the final wording of this report, complete copies of which are in the hands of our agents who will gladly show them to any interested parties.

"The baking test is the most dependable method of determining the comparative strength of baking acids. This sample was baked against Cream of Tartar, each two parts to one of bicarbonate of soda. The biscuits produced with the sample were considerably whiter than those with Cream of Tartar. Instead of being lower in strength you will note that this product is considerably higher. If we were to report this compound, taking Cream of Tartar as a standard of 100, its strength would be a little over 110."

Manufactured and Guaranteed by

Caverly-Plumer Co., Lynn, Massachusetts, U.S.A.

Make sure that it is "Leacock's"

"LEACOCK'S"

Extra Fancy

BARBADOES
MOLASSES

Will give your clients every satisfaction

LEACOCK & COMPANY

Exporters of the Highest Quality Molasses

BARBADOES, English West Indies

Order a Good Supply of these Two Sellers—Now

You can please the hard-to-please by selling them such superior lines as

Rose's Lime Juice

and

Holbrook's Imported Worcestershire Sauce



The quality of these easy sellers is beyond question.

Holbrook's Imported Worcestershire Sauce is a certain repeater. We can still supply our customers at prices based on pre-war conditions.

ROSE'S LIME JUICE won the confidence and esteem of the public 50 years ago, and has retained it ever since. We strongly recommend this to every grocer wanting a good, live summer seller.

When you're ordering Holbrook's and Rose's Lime Juice ask about the following, which we also supply:

Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders



It ought to be generally known that, although there is a shortage of ROSE'S LIME JUICE CORDIAL, due to the demands of the B.E.F., Red Cross Hospitals and Y.M.C.A. Canteens there is still a plentiful supply of ROSE'S LIME JUICE (unsweetened), a little of which taken every day, with or without sugar, is an excellent thing for keeping people fit who are rationed. ROSE'S LIME JUICE possesses valuable health-giving properties, besides being delicious and refreshing.

HOLBROOKS, LIMITED

TORONTO and VANCOUVER

If any advertisement interests you, tear it out now and place with letters to be answered

Bristol, Somerville & Co.,

[Formerly Geo. E. Bristol & Co.] **Hamilton**

Canned Goods and Salmon are moving. Stocks small. See our travellers when they call on you next.

We have special values in Prunes and Peaches.

Bristol, Somerville & Co.

CENTURY SALT



---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

When customers ask for "Blue," or "Washing Blue," or "Laundry Blue" give

OCEAN BLUE

and you will be on the safe side. They cannot buy, and you cannot sell, a better.

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED,
The Grey Bldg., 24-26 Wellington St. W., Toronto
WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta — W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 6 and 6, Jones Block, 47 Hastings Street W., Vancouver, B.C.





EVERY TIN IS GUARANTEED

EASTERN BRAND LOBSTERS

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited

CORISTINE BLDG., MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Up to a standard above which there is no higher

Furnivall's FINE FRUIT PURE JAM



Fresh-gathered, sun-ripened fruits of perfect quality, pure cane sugar, a factory at once sanitary, hygienically and perfectly equipped—these are factors which go to make Furnivall's the standard of quality in jams that are customer-pleasing in the extreme.

Dealers would be well advised to push Furnivall's now. The housewife's stock of home-made jams and preserves are running short and fresh fruits are too expensive.

Suggest Furnivall's and be assured that Furnivall quality will satisfy the most critical.

Ask your wholesaler to supply you. Would you like us to send you list of varieties, sizes and prices?

FURNIVALL-NEW, LIMITED
HAMILTON, CANADA

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—Geo. Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton** — R. M. Griffin **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

If any advertisement interests you, tear it out now and place with letters to be answered.

TRADE MARK

Small's



MAPLE BUTTER
MAPLE SYRUP



The sale of **Small's Maple Butter** is now enormous. It is prepared from Small's **Original** Exclusive Secret Formula, held by Small's for the **past 60 years.** It does not sugar or turn to syrup, it is all the name signifies, a **smooth texture, uniform, and spreads like butter.** For sale through all jobbers.

THE trade is doubtless familiar with the fact that SMALL'S SYRUP BRANDS have been long recognized on the Markets of the World as STANDARD (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have **come and gone.**

SMALL'S BRANDS are labelled in conformity with Pure Food Regulations and in no single instance have any goods packed by Smalls Limited failed to meet the Inland Revenue requirements. Merchants handling SMALL'S BRANDS are free to do so absolutely without risk.

Smalls Limited are the sole proprietors and exclusive manufacturers of Small's Brands. Brokers in all large centers.

SMALLS LIMITED

101 PARTHENAIS STREET - MONTREAL

WINNING THE BUYER'S FAVOR

THE best possible buyer is not made an actual buyer at a single step It is one thing to win the buyer's favor for an article and another to make adjustments incident to closing the sale. Winning the buyer's favor is the work of trade paper advertising. Under ordinary conditions it should not be expected to do more.



Handing her a jarful of satisfaction

Your every customer — even the most critical will find in

E.D.S.
JAMS, JELLIES and MARMALADES

that delicious excellence and that unstinted satisfaction so characteristic of products bearing the "E.D.S." label.

Now is a good time to feature the E.D.S. lines. If your stocks need replenishing, order from any of the undermentioned.



E. D. Smith and Son
Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

If any advertisement interests you, tear it out now and place with letters to be answered.

WAGSTAFFE'S



CELEBRATED

Orange Marmalade

WAGSTAFFE'S Pure Raspberry Jam

We have large stocks. Order from your Jobbers.

WAGSTAFFE'S Pure STRAWBERRY

We have fair stocks.

WAGSTAFFE'S Crushed Strawberry in Jelly

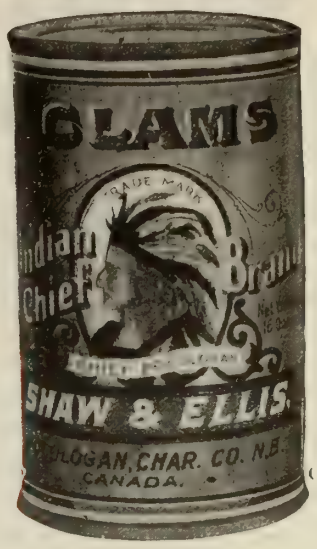
Large stocks.

WAGSTAFFE, LIMITED

HAMILTON, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

Always well flavored tasty and customer pleasing



"INDIAN CHIEF" BRAND CLAMS

are selected, prepared and sealed with every possible precaution that would tend to enhance their excellence.

Because they are put up the very same day they are taken from the clam beds and sealed without solder or acid, Indian Chief Brand Clams are always perfectly fresh and new with that extra deliciousness that appeals to the connoisseur.

And the fact that they are already cooked is another big point worthy of emphasis. Heating to a simmer makes Indian Chief Brand Clams ready for the table. This advantage will appeal to the restaurant trade as well as to the housewife.

Show Indian Chief Brand Clams prominently and regularly. They are good profit-makers.

SHAW and ELLIS

Pocologan Charlotte Co.

New Brunswick

HIGH-CLASS STONEWARE

APRIL EGGS
JUNE BUTTER

The ideal container is a Stone Crock.
Our stock is complete.
Price, Butter Crocks 14c. per gallon.
Other articles just as low.

Ontario Crockery Co.
LONDON, ONT.

Get stocked now with

MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

John MacKay Co., Limited
BOWMANVILLE, ONT.

Only Exclusive Pot and Pearl Barley Mill in Canada

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

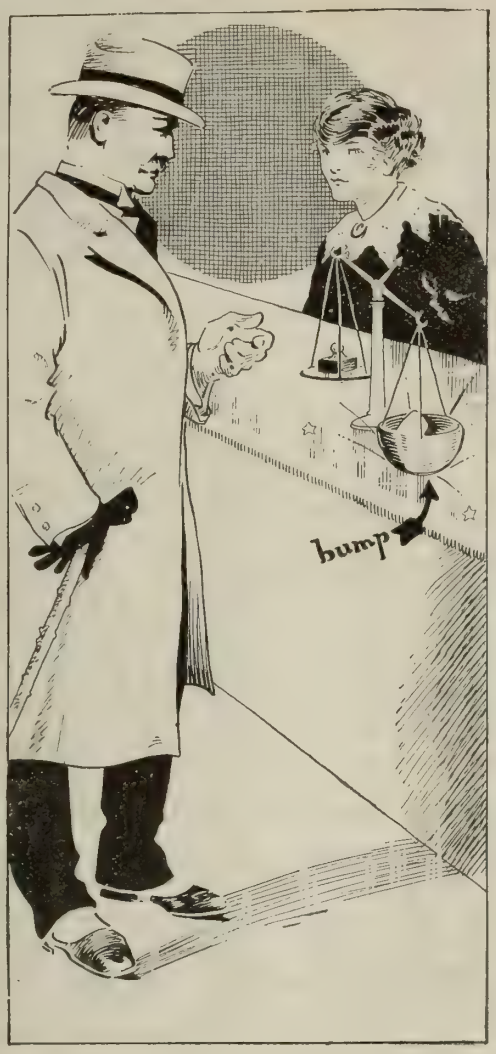
COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 15
Perfection, ½-lb. tins, doz.	2 15
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	38
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	95
Sweet Chocolate—	Per lb
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 14
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½1lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections—	Per doz
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 35
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

The Widow's Mite



or why she nearly failed.

Mr. Harding was a wholesale grocery traveller. He died. After his estate was settled up his widow had about $1,400 in hand.

Upon her request Harding's late employers assisted her in opening up a small but nicely stocked grocery.

Trade developed. Her stock moved more briskly month by month—yet at the end of two years Mrs. Harding was facing bankruptcy.

The wholesale grocer was interested sufficiently to try and help her. He sent an expert to study her methods.

In a week he found and stopped the leak. It was simple. **Mrs. Harding was guessing at the weight.**

Often when a customer came for half a pound of something she would weigh from a quarter to half an ounce overweight and never charge for it.

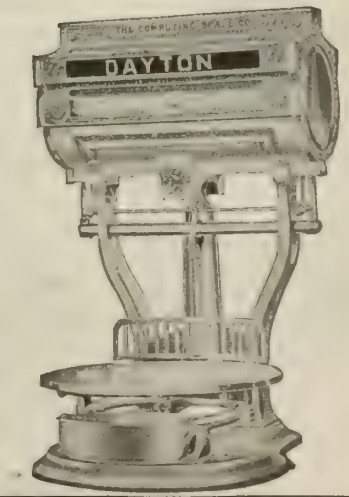
In fact she couldn't charge because she didn't know how much overweight she was giving.

Gently and firmly, however, the expert showed her why she was failing, ordered a Dayton Automatic Scale for her, and showed her how to use it, for her customers' as well as her own benefit. To-day she has a thriving and profitable business.

Dayton Automatic Scale

Just ask yourself—how much overweight are YOU giving away each week—and make up your mind to stop it.
The Dayton Automatic shows you the absolutely correct weight and price instantly. You **need** that information a hundred times a day.

Send for our latest folders.



Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

If any advertisement interests you, tear it out now and place with letters to be answered.

CHANGE OF NAME

The Sapho Manufacturing Company

Will hereafter do business as

The Kennedy Manufacturing Company

Grocers' Sundries

Same Management Same Products

ANTI-DUST Sweeping Powder
AMMONIA (Household)
BRILO METAL POLISH
UNION Hand Cleaner
SAPHO Hand Cleaner
SAPHO INSECTICIDES
Liquid and Powder
JAVEL WATER

DISTRIBUTORS—

Ontario and Maritime Provinces: MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.

Manitoba: The Scott-Bathgate Co., Ltd., Winnipeg, Man.
British Columbia: O'Loane, Kiely & Co., Ltd., Vancouver, B.C.

The Kennedy Manufacturing Company
Formerly Sapho Mfg. Co.
588 Henry Julien Ave. Montreal, Can.

A Scientific Cleanser

The cleaning of toilet bowls requires the application of chemistry. After many experiments, a compound was produced to accomplish the result.



Sani-Flush

solves the problem of cleaning toilet bowls. It is scientifically made for this one purpose. It removes stains and incrustation from all portions of the surface, the trap as well as the visible parts.

Sani-Flush will not injure the porcelain bowl or pipe connections.

HAROLD F. RITCHIE & CO., LTD.,
10-12 McCaul Street, Toronto, Ontario

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD.

CONDENSED MILK
Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size. per doz.	1 85

W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, $4.45.
Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $4.25; 2s, $8.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.25.
Boneless Pig's Feet—½s, $2.90; 1s, 4.95; 2s, $9.25.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf ½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves ½s, $2.40; 1s, $4.45.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45. 2s, $9; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $3.95; 2s, $7.75.
Mince Collops—½s, $1.95; 1s, $3.70; 2s, $6.45.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.45; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $8.75; 6s, $26.
Irish Stew—1s, $3.45; 2s, $5.45.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.
Lunch Tongue—½s, $4; 1s, $8; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Mince Meat (Tins)—1s, $3.25; 2s, $4.95; 5s, $13.50.
Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Clark's Chateau Chicken or Tomato Soup, $1.65; Vermicelli-Tomato, $1.65.
Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, $1.25. No. 1, asorted case, $1.35; No. 2, assorted case, $1.35.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.
Lambs' Tongues—½s,
Chili Sauce (red and gold label) Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $1.95.
Ham and Veal Pates—½s, $1.95.
Smoked Geneva Sausage—½s, $2.85.
Pate D'Foie—¼s, 75c; ½s, $1.40.
Lunch Tongue in glass—1s, $9.95.
Ox Tongues in glass—1½s, $14; 2s, $17.
Brisket Beef in glass—1s, ...
Chicken Breasts in glass—½s, $9.95.
Sliced Smoked Beef in glass—¼s, $1.75; ½s, $2.75; 1s, $3.45.
Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c.
Meats, assorted—¼s, 80c; ½s, $1.40. Assorted—½s, $1.45.
Clark's Peanut Butter (glass jars)—¼s, $1.45; ½s, $1.95; 1s, $2.45
Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.
Clark's Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s, $3.50.
Fluid Beef Cordial—20oz. bottle, $10; 10oz. bottle, $5.
English Plum Pudding—½s, $2.45.
Smoked Sausage, Vienna Style—½s $2.85.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40

	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75

DIRECT IMPORTER

OF

BEANS, RICE, PEANUTS

And other Oriental Products

Communicate with us before you buy

Established 1883

S. TAMURA

Head Office KOBE

Tamura Bldg.,

VANCOUVER, B.C.

KING GEORGE'S NAVY

CHEWING TOBACCO

Reliable as the Navy whose name it bears

King George's Navy has stood the test.

Just as the British Navy has proven its superiority time and again, so has King George's Navy Chewing Tobacco pre-eminently proven its superior quality, ranking to-day first in the estimation of "chewers" who seek the best.

Be a "King Gerge's" dealer.



Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.



Small Investment—Quick Turnover

Pleasing your customers is so easy, if you carry the little side lines that meet their emergencies. Sunset Soap Dyes require only a small investment yet sell themselves from a counter display requiring little space.

They will dye cotton, silk, linen or wool fabrics any desirable color and so find countless uses in every home. The fashion demands for stockings that just match the shoes—hair ribbons and sashes to go with little girls' frocks, a blouse to harmonize with the tailored suit and for renovating last year's dresses, create frequent needs for these dependable dyes. Customers will appreciate your supplying these needs.

You will find the discounts generous. Send to-day for a gross, assorted colors.

WRITE FOR PRICES AND DISCOUNTS TO

Canadian Distributors

Harold F. Ritchie & Co., Limited

TORONTO, ONTARIO

Manufactured by

Sunset Soap Dye Co., Inc., New Rochelle, New York

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$4 00
Lemon, 2 dozen	2 00
Orange, 2 dozen	2 00
Raspberry, 2 dozen	2 00
Strawberry, 2 dozen	2 00
Chocolate, 2 dozen	2 00
Cherry, 2 dozen	2 00
Vanilla, 2 dozen	2 00

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$2 70
Chocolate, 2 dozen	2 70
Vanilla, 2 dozen	2 70
Strawberry, 2 dozen	2 70
Lemon, 2 dozen	2 70
Unflavored, 2 dozen	2 70

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
20 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11½
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13
100 lbs., kegs, Silver Gloss, large crystals	.11
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50

Culinary Starch.

40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11½
40 lbs. Canada Pure Corn	10½
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.18

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches— Canada Laundry	$0 09½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss— 1-lb. fancy carton cases, 30 lbs.	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Challenge Prepared Corn—1-lb. pkts., boxes of 40 lbs.	0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 38½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	8 00
½ barrels, per 100 lbs.	8 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.60
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.35
White Cleaner	1.20

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 8½s, lb.	$ 0 65
Bobs, ⅛s	0 64
Currency, 8s	0 62
Stag Bar, 8s, boxes 5 lbs.	0 61
Pay Roll, thick bars, 1-10s	0 80
Pay Roll, plug, 10s and 6-lb. caddies	0 80
Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs.	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 95
Forest and Stream, ⅛s, ¼s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	0 70
Derby 8½s, ½ butts, 8½-lb. boxes	0 70
Golden Rod, 8s	0 64
Ivy, 8s, ½ butts, 9 lb. boxes	0 64
Old Virginia, 10s	0 87
Fig Leaf, 8s	0 64
Old Kentucky (bars), 8½s, boxes, 6 lbs.	0 80
Queen's Navy (bars), 8½s, 5½-lb. boxes	0 72
Walnut, 9s	0 70

1842 1918

Seventy-Six Years of Honest Reputation

Have you handled our famous "PRIMUS" TEAS in packages ?



The most excellent beverage at a reasonable price.

Sold everywhere.

"PRIMUS" TEA is amongst the most popular brands in Canada, enjoying the best reputation for a high class article.

Uniform in quality, and superior in taste *to many others.*

Owing to the great demand, we have been able to secure large stocks, and are maintaining a price under the market, to-day.

FOLLOW THE FOOD CONTROLLER'S ADVICE AND EAT MORE SEA FOOD

We offer

25 Barrels Whitman Fine Codfish, 200 lb. barrels, at $13.00 each.
10 " Bonaventure " 200 lb. " at 12.00 "
40 " Fine Salted Herrings, large and fat, at 11.00 "

AMERICAN TOMATOES, "Twos," will cost for 1918 pack, about $2.10 doz.
We offer, subject to be in stock,
10,000 Doz. Finest Quality Tomatoes, "Twos," at - - 1.92½ "
It is really attractive.

IMPORTED NUTMEGS

35 cases, Bleached, 120-130, at .28 lb.
They are getting scarce.

DRIED FRUITS AND RAISINS

Several carloads have just arrived from "Sunny California."
Loose Muscatels, Loose Thompson Seedless, Peaches, Pears, Apricots,
Prunes, all evaporated, in 25 lb. boxes, faced.
Prices are reasonable.

Strong market in California on all these commodities, and with American Government taking large quantities every day for the army and navy, our prices should appeal to you.

Best service with us.

L. CHAPUT, FILS & CIE., LIMITÉE

Wholesale Grocers and Importers

2, 4, 6, 8, 12 and 15 DeBresoles St., MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



Goods sold under

Gazelle Brand

are the pick of a thorough selection made from the best available packs.

The GAZELLE Standard

is rigidly maintained at the highest quality consistent with each yearly crop.

HUDON, HEBERT & CO., Limited

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.



No Better Salt in the World

Windsor Table Salt

Made in Canada

THE CANADIAN SALT CO. LIMITED



2 and 5-lb. Cartons
10 and 20-lb. Bags

REPRESENTED BY

H. P. PENNOCK & CO., LTD.

Wholesale Grocery
Commission Brokers

HEAD OFFICE WINNIPEG MANITOBA

Give snap and variety to your cooking with

Lea & Perrins

The original and genuine Worcestershire Sauce.

Sold by Grocers Everywhere.



If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.
Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

MANUFACTURERS:
Do you require first class representation? Write us. Satisfaction guaranteed.
GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

When answering Advertisements please mention Canadian Grocer

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

"Always On The Job"
The H. L. Perry Co., 214-216 Princess St., Winnipeg
As your Selling Agents, we can make a big success of your Account.
STORAGE DISTRIBUTING FORWARDING

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.
A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

EL ROI-TAN PERFECT CIGAR

Kindly Mention This Paper When Writing Advertiser

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners
and Drug Specialists
12 FRONT STREET EAST TORONTO

LOGGIE, SONS & CO.
Merchandise Brokers and
Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

W. F. ELLIOT
Manufacturers' Agent and Importer of
High Grade Foodstuffs
Fort William Ont.

Representing:
The Dominion Sugar Co., Ltd., Chatham, Wallaceburg, Kitchener.
The Ingersoll Packing Co., Ltd., Ingersoll, Ont.
The Quaker Oats Co., Saskatoon, Sask.
The J. C. Wilson, Ltd., Paper and Bag Mfrs., Montreal.
Magor, Son & Co., Ltd., Montreal.
The Dominion Match Co., Ltd., Deseronto.
J. Tobin & Sons, Peerless Soldiers' Comfort Boxes, Ottawa.

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

To the Wholesale Trade only

Raw Sugars
and
Molasses

West India Company, Ltd.
Coristine Building, Montreal

Aints To Buyers and Sellers from Quebec City & Province

Quebec's Responsible Brokers

Our present excellent trade connection is the result of

28 YEARS OF EXPERIENCE

IN BROKERAGE BUSINESS, GRAIN AND PRODUCE.

We offer our services in marketing your products as we are open for one or two more good agencies for produce, grains or grocery lines, etc.

WRITE US FOR PARTICULARS

BEANS AND CORN A SPECIALTY

Manufacturers—if not represented here, please write to us.

Alfred T. Tanguay & Company

Commission Merchants and Brokers

17 RUE ST. JACQUES - - - QUEBEC CITY

PROVISIONS, FLOUR AND GENERAL GROCERIES

R. F. CREAM & CO., LIMITED

Brokers and Commission Merchants

85 Dalhousie Street, - QUEBEC

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

GROCERIES, FLOUR, MILL-FEED, GRAIN, ETC.

20 ST. ANTOINE ST. (Cor. Dalhousie Street)

QUEBEC, QUE.

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product.** There are added responsibility and written-printed claims to substantiate.

If any advertisement interests you, tear it out now and place with letters to be answered.

WHO IS AGENT FOR_____?

Name and address of the Manufacturers' Agent or Broker given *below* the name of the firm or line they represent.

ACME VINEGAR CO., Winnipeg.
Donald H. Bain Co., Winnipeg.

ALEXANDER MOLASSES CO., Cincinnati, U.S.A.
Canned Molasses.
H. P. Pennock & Co., Ltd., Winnipeg.

AMERICAN CONFECTIONERY SYNDICATE, New York—Buddy Buds.
F. D. Cockburn Co., Winnipeg.

AMERICAN PEANUT CORP., Norfolk, Va.—
Donald H. Bain Co., Winnipeg.

ANDERSON & MICKIN, Vancouver—Salmon.
Watson & Truesdale, Winnipeg.

ARBUCKLE BROS., New York—Green Coffees.
Mason & Hickey, Winnipeg.

H. E. ARNOLD, Canton, China—Cassia and Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

ATLANTIC SUGAR REFINERIES, Ltd., Montreal—Lantic Sugar and Syrup.
H. P. Pennock & Co., Ltd., Winnipeg.
R. F. Cream & Co., Ltd., Quebec, P.Q.

AUNT JEMIMA MILLS CO., St. Joseph, Mo.—Pancake Flour.
W. L. Mackenzie & Co., Winnipeg.

ALMOND PASTE
W. G. Patrick & Co., Ltd., Toronto.

ARROWROOT GROWERS' ASSOCIATION
Frank L. Benedict & Co., Montreal.

APOLLO TOOTHPICKS
Frank L. Benedict & Co., Montreal.

ARMOUR & CO., Chicago—Oleomargarine.
Watson & Truesdale, Winnipeg.

B

B. T. BABBITT, Inc.
W. H. Dunn, Ltd., Montreal.
Dunn & Hortop, Toronto.

BAILEY BROOM CO., Kingston, Ont.—Brooms.
Tees & Persee, Winnipeg.

BALLIS & CO., Messina, Italy—Sulphur Filberts.
Scott-Bathgate Co., Ltd., Winnipeg.

BEACH'S CONFECTIONERY
Maclure & Langley, Toronto.

B. C. PACKERS' ASSOC., Vancouver, B.C.—Clover Leaf Salmon.
G. B. Thompson & Co., Winnipeg.

BEANS
C. B. Hart, Reg., Montreal.
West India Co., Montreal.

JNO. BUCHANAN & BROS., LTD.
The Robt. Gillespie Co., Winnipeg.

C. J. BODLEY'S XMAS PUDDING
The Robt. Gillespie Co., Winnipeg.

BALMER, LAURIE & CO., Calcutta—Tea.
C. & J. Jones, Winnipeg.

BATGER & CO., London—Candied Peels.
W. L. Mackenzie & Co., Winnipeg.

THE BOOTH FISHERIES CO. OF CANADA, LTD., St. Andrews, N.B.—Sardines and Canned Herring.
Watson & Truesdale, Winnipeg.

BRITISH COLUMBIA SUGAR REFINING CO., LTD., Vancouver — Sugar, Rogers' Golden Syrup.
Donald H. Bain Co., Winnipeg.

BRITISH COLUMBIA HOP CO., San Francisco—Hops.
Donald H. Bain Co., Winnipeg.

BAKER, EDGAR & CO., Liverpool — Valencia Onions, Malaga Grapes.
Donald H. Bain Co., Winnipeg.

BARNES' GRAPE JUICE
H. D. Marshall, Montreal.

BISTO.
W. G. Patrick & Co., Ltd., Toronto.

BOSTON BROWN BREAD
W. G. Patrick & Co., Ltd., Toronto.

BRADSHAW'S, LIMITED
F. D. Cockburn Co., Winnipeg.

BECKWITH, J. L., Victoria, B.C.—Canned Salmon.
H. P. Pennock & Co., Ltd., Winnipeg

BORDEN MILK CO., LIMITED.
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.

BENDORP'S COCOA.
Wm. H. Dunn, Ltd., Montreal.

B. & L. MFG. CO., Sherbrooke, Que.—Maple Leaf Dirt Chaser.
H. P. Pennock & Co., Ltd., Winnipeg

BETZ & VAN HEIJST, Holland.
H. P. Pennock & Co., Ltd., Winnipeg

BON AMI CO., New York—Bon Ami Cake and Powder.
The H. L. Perry Co., Winnipeg.

BIRDLAND SOCIETY, London, Ont.—Cottam's Bird Seed and Gravel.
The H. L. Perry Co., Winnipeg.

BORDEN MILK CO.—Condensed Milk, etc.
Mason & Hickey, Winnipeg.

BRITISH COLUMBIA HOP CO.
Donald H. Bain Co., Winnipeg.
A. P. Tippet & Co., Montreal.

BORDEAUX AND NEW YORK TRADING CO.
C. B. Hart, Reg., Montreal.

BARRELLED PORK.
R. F. Cream & Co., Ltd., Quebec, P.Q.

BROCK'S BIRD SEED AND GRAVEL.
Frank L. Benedict & Co., Montreal.

BEANS, KATENASHI, OTENASHI, MANCHURIAN.
H. P. Pennock & Co., Ltd., Winnipeg

C

CANADIAN CANNED GOODS.
C. B. Hart, Reg., Montreal.

CALIFORNIA CANNED FRUIT.
C. B. Hart, Reg., Montreal.
W. G. Patrick & Co., Ltd., Toronto.

CALIFORNIA DIAMOND BRAND WALNUTS.
A. P. Tippet & Co., Montreal.

CALIFORNIA FRUIT CANNERS' ASSOC., San Francisco—Del Monte Canned Goods.
Mason & Hickey, Winnipeg.

CALIFORNIA FRUITS
A. P. Tippet & Co., Montreal.

CALIFORNIA PEACH GROWERS, INC.
Donald H. Bain Co., Winnipeg.

CALIFORNIA ASSOCIATED RAISIN CO.
Donald H. Bain Co., Winnipeg.

CALIFORNIA PRUNE AND APRICOT GROWERS, San Jose, Cal.
Donald H. Bain Co., Winnipeg.

CALIFORNIA PRODUCTS CO., San Francisco—Canned Goods.
H. P. Pennock & Co., Ltd., Winnipeg.

CAMP COFFEE ESSENCE
Rose & Laflamme, Montreal.

CAMPBELL'S SOUPS.
Rose & Laflamme, Montreal.

JOS. CAMPBELL CO., Camden, N.J.—Campbell's Soups (sub-agency under Rose & Laflamme, Montreal).
The H. L. Perry Co., Winnipeg.

CANADA CHEESE BOX CO.
Scott-Bathgate Co., Winnipeg.

CANADA NUT CO., Vancouver.
Mason & Hickey, Winnipeg.

CANADA PRESERVING CO.
The Robert Gillespie Co., Winnipeg.

CANADA STARCH CO.—Starch, Syrups, etc.
Mason & Hickey, Winnipeg.

CARBOLOCENCE—Disinfectant Fluid.
McClellan Import Co., Montreal.

CARTER, MACY & CO., Inc., New York—Teas.
Watson & Truesdale, Winnipeg.

COX GELATINE.
A. P. Tippet & Co., Montreal.
Tees & Persee, Winnipeg.

CRESCENT MFG. CO.—Mapleine.
Mason & Hickey, Winnipeg.

DA COSTA & CO.—Barbadoes Molasses.
West India Company, Montreal.

J. C. CARPENTER CO.—Preserved Texas Figs.
W. G. Patrick & Co., Ltd., Toronto.

COFFEE ESSENCE (in Bottles)
Fred Coward, Toronto.

COFFEE.
West India Company, Montreal.

COCOANUTS
West India Company, Montreal.

CO-OPERATIVE TEA GARDENS CO., Ceylon—Ceylon Teas.
H. P. Pennock & Co., Ltd., Winnipeg.

CONSUMERS' CORDAGE CO., Ltd., Montreal.
Tees & Persee, Winnipeg.

J. & G. COX, Ltd., Edinburgh.
A. P. Tippet & Co., Montreal.
Tees & Persee, Winnipeg.

CHARBONNEAU, Ltd.—Biscuits and Confectionery, Maple and Table Syrups.
The Robt. Gillespie Co., Winnipeg.

CLARKE, WM., Ltd., Montreal—Canned Meats, Soups, Pork and Beans, etc.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CANADIAN CEREAL & FLOUR MILLS, Toronto—Barley, Split Peas.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CAMERON, A., & CO., Ltd., Kobe—Beans, Produce.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CASTLE BROS., San Francisco—Dried Fruits.
C. B. Hart, Reg., Montreal.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CRAWFORD, WM., & SONS, LTD., Liverpool—Biscuits.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CREMIDI BROS., Patras—Greek Currants.
W. L. Mackenzie & Co., Ltd., Winnipeg.

COTTER, R. E., San Francisco—Salmon.
W. L. Mackenzie & Co., Ltd., Winnipeg.

COMMERCIAL PACIFIC CO., San Francisco—Australian Products, Onions, Currants.
W. L. Mackenzie & Co., Ltd., Winnipeg.

CAVERLY-PLUMER CO., Lynn, Mass.—Cream of Tartar Substitutes.
Watson & Truesdale, Winnipeg.

CHURCH & DWIGHT.
R. F. Cream & Co., Ltd., Quebec, P.Q.

CROSBY MOLASSES CO., St. John, N.B.
Watson & Truesdale, Winnipeg.

CURTIS OLIVE CORPORATION, Los Angeles Cal.—Ripe Olives.
Watson & Truesdale, Winnipeg.

CANADIAN CANNERS, LTD., Toronto.
Donald H. Bain & Co., Winnipeg.

CUDAHY PACKING CO., LTD., Toronto—Old Dutch Cleanser, Soups, Gem Lye.
Donald H. Bain & Co., Winnipeg.

CANADA MAPLE EXCHANGE, Montreal—Maple Syrup and Sugar.
Scott-Bathgate Co., Winnipeg.

C. CERONI, Patras—Greek Currants.
Donald H. Bain & Co., Winnipeg.

CURTICE BROS. CO., Rochester—Blue Label Catsups and Canned Goods.
Donald H. Bain Co., Winnipeg.
Wm. H. Dunn, Ltd., Montreal.

CHURCH & DWIGHT, LTD., Montreal.
Tees & Persee, Winnipeg.

C. H. CATELLI CO., LTD., Montreal.
Tees & Persee, Winnipeg.

CALEY, A. J., & SON, LTD. Norwich, Eng.—Christmas Stockings, Crackers and Chocolates.
Watson & Truesdale, Winnipeg.

CUTTER-TOWER CO., New York—Toothpicks.
Donald H. Bain Co., Winnipeg.

CEREBOS SALT
W. G. Patrick & Co., Ltd., Toronto.

CAMEMBERT CHEESE
W. G. Patrick & Co., Ltd., Toronto.

CUTLER-MAGNER CO., Duluth, U.S.A.—Rock Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

CANNED GOODS, ALL KINDS.
H. P. Pennock & Co., Ltd., Winnipeg.

CALEY'S XMAS STOCKINGS (B.C. only).
The Robt. Gillespie Co., Winnipeg.

CANADIAN SALT CO., Windsor, Ont.—Windsor and Regal Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

CANNED CORN.
W. G. Patrick & Co., Ltd., Toronto.

CARNATION MILK PRODUCTS CO., LTD. Aylmer, Ont.
H. D. Marshall, Montreal.
Tees & Persee, Ltd., Winnipeg.

CLAYAQUOT SOUND CANNING CO., Victoria, B.C.—Canned Salmon.
H. P. Pennock & Co., Ltd., Winnipeg.

CAPERS, SPANISH.
W. G. Patrick & Co., Ltd., Toronto.

CREAMED CHICKEN A LA KING ("Purity Cross") Brand.
W. G. Patrick & Co., Ltd., Toronto.

CEYLON COCOANUT
W. G. Patrick & Co., Ltd., Toronto.

THE CROCKER MILLING CO., Minneapolis, Minn.—Cornmeal.
The C. H. Grant Co., Winnipeg.

CONFECTIONERY.
The Robt. Gillespie Co., Winnipeg.

CHOCOLATES.
The Robt. Gillespie Co., Winnipeg.

CANDIES.
The Robt. Gillespie Co., Winnipeg.

CORN PRODUCTS REFINING CO., New York.
Keenleyside Oil Co., London, Ont.

CRESWELL BROS., London, Eng.—Sponges, Chamois Leathers, Etc.
Stewart, Menzies & Co., Toronto.

CREAMETTE CO., Minneapolis, Minn.—Macaroni, Vermicelli, etc.
Mason & Hickey, Winnipeg.

CROWN BROOM WORKS, Vancouver, B.C.
Mason & Hickey, Winnipeg.

CRESCENT CREAMERY CO., Winnipeg—Bluebird Condensed Milk.
Donald H. Bain Co., Winnipeg.

CUTTER-TOWER CO., New York—Tooth Picks,
Donald H. Bain Co., Ltd., Winnipeg.

CATELLI'S MACARONI.
H. D. Marshall, Montreal.

CALIFORNIA CITRUS CREAM.
H. D. Marshall, Montreal.

CASTLE BROS.—Dried Fruits.
C. B. Hart, Reg., Montreal.

COOKE'S BRAND PEAS.
Maclure & Langley, Toronto.

CRAVEN'S CONFECTIONERY.
Maclure & Langley, Toronto.

CURLING MARMALADE.
Maclure & Langley, Toronto.

CARR & CO., Ltd.
Wm. H. Dunn, Ltd., Montreal.
Dunn-Hortop, Ltd., Toronto.

COTTAM'S BIRD SEED CO.
Wm. H. Dunn, Ltd., Montreal.

CANADA THREAD MILLS CO., LTD., Toronto—Thread.
Scott-Bathgate Co., Ltd., Winnipeg.

CATZ & CO., Rotterdam, Holland—Carraway, Poppy and other seeds.
Scott-Bathgate Co., Ltd., Winnipeg.

J. CARAMANDANI CO., LTD., Patras, Greece—Currants.
Scott-Bathgate Co., Ltd., Winnipeg.

CHRISTIE, BROWN & CO., Toronto—Biscuits.
Scott-Bathgate Co., Ltd., Winnipeg.

D

DADELSZEN & CO., Bordeaux, France—Shelled Walnuts, Marbot Walnuts.
Scott-Bathgate Co., Ltd., Winnipeg.

DEMENECH & CO., Denias—Onions, Raisins.
W. L. Mackenzie & Co., Ltd., Winnipeg.

DICKENSON, ALBERT, & CO., Minneapolis—Popping Corn, etc.
Donald H. Bain Co., Winnipeg.

DINGEE, SQUIRE, Chicago—Pickles.
The H. L. Perry Co., Winnipeg.

DISINFECTANT BLOCKETTES.
McLellan Import Co., Montreal.

DOMINION BUTTON MFRS., LTD., Kitchener—Ivory, Fresh Water and Ocean Pearl.
F. D. Cockburn Co., Winnipeg.

DOMINION CANNERS, LTD., Hamilton.
Tees & Persee, Ltd., Winnipeg.

DOMINION CANNERS, Specialty.
H. D. Marshall, Montreal.

DOMINION CARAMEL CO., LTD., Montreal—Diastasic Malt Flour for Bakers.
Watson & Truesdale, Winnipeg.

DOMINION FISH CO., LTD., Port Arthur—Lake Superior Herring.
Donald H. Bain Co., Winnipeg.

DOMINION MATCH CO.
W. F. Elliot, Fort William, Ont.

DRIFAST.
Maclure & Langley, Toronto.

DEFIANCE PACKING CO., Vancouver, B.C.
C. H. Grant Co., Winnipeg.

DRIED FRUITS.
C. B. Hart, Reg., Montreal.

DOMINION GLASS CO., LTD., Montreal.
Tees & Persee, Ltd., Winnipeg.

DOMINION SALT CO., LTD., Sarnia, Ont.—Century Salt, Sifto.
Donald H. Bain Co., Winnipeg.

DOMINION SUGAR CO.—Sugar.
Mason & Hickey, Winnipeg.
W. F. Elliot, Fort William, Ont.

DOMINION TOBACCO CO., Montreal—Tobacco, Cigarettes.
Donald H. Bain Co., Winnipeg.

DOWNEY, W. P., Montreal—Cocoanut and Essential Oils.
Watson & Truesdale, Winnipeg.

DUTCH TEA RUSKS.
The Robt. Gillespie Co., Winnipeg.

DYERS' PORK AND BEANS, Vincennes, Ind.
Watson & Truesdale, Winnipeg.

E

EXTRACTS AND ESSENTIAL OILS.
W. G. Patrick & Co., Ltd., Toronto.

EDDY, E. B., CO., LTD., Hull, Que.
Tees & Persee, Ltd., Winnipeg.

EDWARDS DESSICATED SOUPS.
Wm. H. Dunn, Ltd., Montreal.

EDWARDS' FLOOR WAX.
Maclure & Langley, Toronto.

ELGIN CHOCOLATES.
Maclure & Langley, Toronto.

EPPS, JAMES, & CO., London, Eng.—Cocoa and Chocolates.
F. D. Cockburn, Winnipeg.

ESSEX CANNING & PRESERVING CO., Essex, Ont.—Canned Goods.
Mason & Hickey, Winnipeg.

EMPRESS MFG. CO., Vancouver, B.C.—Jams, Pickles, etc.
H. P. Pennock & Co., Ltd., Winnipeg.

EVANS, COLEMAN & EVANS, Vancouver—Salmon.
Donald H. Bain Co., Winnipeg.

EXCELSIOR MACARONI CO., Winnipeg.
Donald H. Bain Co., Winnipeg.

EDGE, WM., & SONS, LTD.
F. D. Cockburn Co., Winnipeg.

EUROPEAN CANNED GOODS.
C. B. Hart, Reg., Montreal.

FELS & CO., Philadelphia—Fels Naptha Soap.
Donald H. Bain Co., Winnipeg.

FLAVELLES, LTD., Lindsay — Cheese, Honey, Poultry.
W. L. Mackenzie & Co., Ltd., Winnipeg.

FRENCH'S SALAD CREAM CUSTARD.
Maclure & Langley, Toronto.

FOSTER, CLARK, LTD.—Custard Powders, H.D. Health Salts, Lemonade Powders.
Watson & Truesdale, Winnipeg.
Stewart Menzies & Co., Toronto.

FOSTER & HOLTERMAN, Brantford, Ont.—Honey.
Mason & Hickey, Winnipeg.

FRAME & CO., New York—Spices, etc.
Donald H. Bain Co., Winnipeg.

FUNSTEN, R. E., DRIED FRUIT & NUT CO., St. Louis, Mo.—Pecans, etc.
Donald H. Bain Co., Winnipeg.

FURNIVALL-NEW, LTD., Hamilton—Pure Jam.
The H. L. Perry Co., Winnipeg.

FURUYA & NISHIMURA, Montreal—Japan Tea, etc.
R. F. Cream & Co., Ltd., Quebec, P.Q.
The C. H. Grant Co., Winnipeg.

FAIRBANK, N. K., CO., LTD., Montreal.
Tees & Persee, Ltd., Montreal.

FRENCH CASTILE SOAP.
A. P. Tippet & Co., Montreal.

FOLEY, E .Y. (Raisins), Fresno, Cal.
Watson & Truesdale, Winnipeg.

FUGITA & CO.
C. B. Hart, Reg., Montreal.

G

GEORGE & BRANDAY, Kingston, Jamaica—Pimenta, Jamaica Ginger.
Scott-Bathgate Co., Ltd., Winnipeg.

GINGER.
West India Co., Montreal.

GINGER IN JARS AND TINS.
W. G. Patrick & Co., Ltd., Toronto.

GODDARDA'S PLATE POWDER.
Frank L. Benedict & Co., Montreal.

GORDON DRUG CO.
The Robt. Gillespie Co., Winnipeg.

GORGON FLY CATCHER.
Tomlinson & O'Brien, Winnipeg (sole Canadian agents).

GRAPE NUTS.
W. H. Dunn, Ltd., Montreal.

GRIFFITH DURNEY CO., San Francisco—Canned Goods, Salmon, etc.
Donald H. Bain Co., Winnipeg.

GUAVA JELLY.
W. G. Patrick & Co., Ltd., Toronto.

GRACE, W. R., & CO., New York—Coffee.
The C. H. Grant Co., Winnipeg.

GRANBY ELASTIC WEB CO., Granby, Que.
Elastic Webs and Cords, Fine Garter and Suspender Webs.
F. D. Cockburn, Winnipeg.

GLICKS, MAX, LINES.
The Robt. Gillespie Co., Winnipeg.

GIBSON, ROBT., & SONS.
The Robt. Gillespie Co., Winnipeg.

GOODWILLIES, LIMITED — Preserved Fruits (Eastern Canada).
Rose & Laflamme, Montreal.

GORMAN, ECKERT & CO., London — Olives, Spices.
Mason & Hickey, Winnipeg.

GRIFFIN & SKELLEY—Dried Fruits.
Mason & Hickey, Winnipeg.

GRIFFIN & SKELLEY—Seedless Raisins.
A. P. Tippet & Co., Montreal.

THE GUGGENHIME CO., San Francisco, Cal.
Dried Fruits, Nuts, etc.
The C. H. Grant Co., Winnipeg.

GRIFFITH DURNEY CO., San Francisco, Cal.
Canned Goods.
Donald H. Bain Co., Winnipeg.

THE GRAHAM CO., LTD., Belleville, Ont.—Evaporated Apples, Dessicated Vegetables.
Donald H. Bain Co., Winnipeg.

GOLD SEAL FLOUR.
H. D. Marshall, Montreal.

GRANGER & CO.—Coffee.
C. B. Hart, Reg., Montreal.

GIBSONS, L. L., & CO.—Lozenges.
Maclure & Langley, Toronto.

GARCIE & MAGGINI CO., San Francisco—Dried Fruits.
Watson & Truesdale, Winnipeg.

GOOD HEALTH FOOD.
Maclure & Langley, Toronto.

H

HAWAIIAN PINEAPPLE.
Frank L. Benedict & Co., Montreal.

HALL'S TONIC WINE.
Frank L. Benedict & Co., Montreal.

RICHARD HUDNUT PERFUME CO.
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.

HAMILTON COTTON CO., Hamilton, Ont. — Twine, Clothes Lines, Lamp Wicks, etc.
Scott-Bathgate Co., Ltd., Winnipeg.

HEAVY CHEMICALS.
C. B. Hart, Reg., Montreal.

HICKMOTT CANNING CO.—Canned Asparagus.
C. B. Hart, Reg., Montreal.

HYSLOP'S JAMS.
Maclure & Langley, Toronto.

HOLLAND RUSK CO., Holland, Mich.
Watson & Truesdale, Winnipeg.

HO-MAYDE PRODUCTS CO., Toronto — Bread Improver.
C. & J. Jones, Winnipeg.

HILLS BROS., New York—Royal Excelsior and Dromedary Dates, Currants.
Donald H. Bain Co., Winnipeg.

HARD & HAND, INC., New York—Coffees.
Donald H. Bain Co., Winnipeg.

HUNT'S CALIFORNIA FRUITS.
Frank L. Benedict & Co., Montreal.

H. P. SAUCE.
W. G. Patrick & Co., Ltd., Toronto.

HARRY HORNE CO., Toronto—Health Salts and Custard.
The Robt. Gillespie Co., Winnipeg.

HARPER-PRESNAIL CIGAR CO.—Cigars.
Mason & Hickey, Winnipeg.

H. O. COMPANY, Buffalo, U.S.A.
Tees & Persee, Ltd., Winnipeg.

HAZARD & CO., New York, U.S.A.—Rock Salt.
H. P. Pennock & Co., Ltd., Winnipeg.

S. J. HOUTEN & JOON, Weesp, Holland—Cocoa.
Scott-Bathgate Co., Ltd., Winnipeg.

HONEY.
C. B. Hart, Reg., Montreal.

HORSE RADISH MUSTARD.
Fred Coward, Toronto.

I

INGERSOLL PACKING CO.—Cheese, Meats.
Mason & Hickey, Winnipeg.
W. F. Elliot, Fort William, Ont.

IMPERIAL RICE MILLING CO., Vancouver, B.C.—Rice.
Scott-Bathgate Co., Ltd., Winnipeg.

IMPORT & BY-PRODUCTS CO., INC., Trenton, N.J.
C. & J. Jones.

INTERNATIONAL STOCK FOOD CO., Toronto—Stock Food.
Scott-Bathgate Co., Ltd., Winnipeg.

ICY-HOT MFG. CO., Cincinnati, O.—Thermos Goods.
H. P. Pennock & Co., Ltd., Winnipeg.

J

THE JERVIS INLET CO., Steveston, B.C. —Canned Salmon.
The C. H. Grant Co., Winnipeg.

JEYES DISINFECTANT.
Maclure & Langley, Toronto.

W. & R. JACOB & CO., LTD., Dublin, Ireland — High Class Biscuits.
Watson & Truesdale, Winnipeg.

JIRCH FOOD CO., Maitland, Ont.
F. D. Cockburn Co., Winnipeg.

K

KNOX GELATINE CO.
Wm. H. Dunn, Limited.

JAMES KEILLER & SON, LTD., Dundee and London.—Marmalade, Jams, Jellies, Confectionery, etc.
Stewart Menzies & Co., Toronto.

KERR BROS., Toronto.
F. D. Cockburn Co., Winnipeg.

KIMBALL, BISHOP & CO., London, Eng.
Citric and Tartaric Acid.
Scott-Bathgate Co., Ltd., Winnipeg.

KKOVAH HEALTH SALTS.
Maclure & Langley, Toronto.

KKOVAH CUSTARD.
Maclure & Langley, Toronto.

KEENLEYSIDE OIL CO., London, Ont.
"Matchless" Ammonia Powder.
The H. L. Perry Co., Winnipeg.

KARO CORN SYRUP.
Frank L. Benedict & Co., Montreal.
Keenleyside Oil Co., London, Ont.

W. K. KELLOGG CO., Toronto—Dominion Corn Flakes, Krumbles, Rice Flakes, etc.
Mason & Hickey, Winnipeg.

KELLY CONFECTION CO., Vancouver, B.C.
Molasses.
Mason & Hickey, Winnipeg.

KING BEACH MFG. CO., Mission City, B.C.
Jams and Jellies.
Mason & Hickey, Winnipeg.

KEITH'S CRISPETTES.
The Robt. Gillespie Co., Winnipeg.

KARAVAN COFFEE.
The Robt. Gillespie Co., Winnipeg.

KELLOGG'S TOASTED CORN FLAKES.
H. D. Marshall, Montreal.

L

LA PERLE OLIVE OIL
W. G. Patrick & Co., Ltd., Toronto.

LEA BROS.—Pickles.
Frank L. Benedict & Co., Montreal.
The Robt. Gillespie Co., Winnipeg.

LEA & PERRINS, Worcester, Eng.—Worcestershire Sauce.
H. P. Pennock & Co., Ltd., Winnipeg.

L. L. & C. LOZENGES (Buchanan's).
Maclure & Langley, Toronto.

LANGE CANNING CO., Eau Claire, Wis.—Canned Goods.
The C. H. Grant Co., Winnipeg.

LUMMIS & CO., Suffolk, Va., and Philadelphia—Peanuts.
The C. H. Grant Co., Winnipeg.

W. S. LOGGIE & CO., LTD., Chatham, N.B.
Lobsters, Blueberries.
Mason & Hickey, Winnipeg.

E. LAZENBY & SONS, LTD., London, Eng.—Sauces, Pickles, Potted Meats, Lea & Perrin's Sauce.
Stewart Menzies & Co., Toronto.

LOCK, LANCASTER & JOHNSTON, London, Eng.—Tea Lead.
Scott-Bathgate Co., Ltd., Winnipeg.

LEON ISRAEL & BROS.—Santos and Rio Coffee.
C. & J. Jones, Winnipeg.

LIBERTY CHERRIES IN MARASCHINO.
W. G. Patrick & Co., Ltd., Toronto.

LIBERTY CHERRY AND FRUIT CO., Kentucky, U.S.A.
C. & J. Jones, Winnipeg.

LYLE, ABRAHAM, & SONS, London, Eng.
C. & J. Jones, Winnipeg.

LOGGIE, A. R., CO., Loggieville, N.B.—Eagle Brand Lobsters, Clams, Blueberries.
Donald H. Bain Co., Winnipeg.

LAUGHLIN'S LEMON JUICE.
H. D. Marshall, Montreal.

LITSTER PURE FOOD CO.—Spices and Essences
C. B. Hart, Reg., Montreal.

LIEBENTHAL BROS. & CO., Cleveland—Humpty Dumpty Lumps.
F. D. Cockburn Co., Winnipeg.

M

MACKINTOSH'S TOFFEE.
Maclure & Langley, Toronto.

MAPLE LEAF DIRT CHASER.
Maclure & Langley, Winnipeg.
H. P. Pennock & Co., Ltd., Winnipeg.

MALT BREAKFAST FOOD.
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MAGOR, SON & CO, LTD.
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THE MENDLESON CORPORATION — Heavy Chemicals.
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Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.

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W. L. Mackenzie & Co., Ltd., Winnipeg.

MAJESTIC MARGARINE.
W. G. Patrick & Co., Ltd., Toronto.

MEEHAN, THOS. J., & CO., Baltimore.—Canned Goods.
W. L. Mackenzie & Co., Ltd., Winnipeg.

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Maclure & Langley, Toronto.

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Mason & Hickey, Winnipeg.

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Watson & Truesdale, Winnipeg.

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F. D. Cockburn, Winnipeg.

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The C. H. Grant Co., Winnipeg.

MAPLE-FLAKE MILLS, Battle Creek, Mich.—Cereals.
The C. H. Grant Co., Winnipeg.

MARSHMALLOW CREME.
W. G. Patrick & Co., Ltd., Toronto.

MUSHROOMS (French).
W. G. Patrick & Co., Ltd., Toronto.

MYERS & SON, F. L., Jamaica—Spices.
H. P. Pennock & Co., Winnipeg.

MOLASSES.
Da Costa Co., Barbadoes, B.W.I.
West India Co., Montreal.

MARMALADE (Curling Brand).
Maclure & Langley, Ltd., Toronto.

MUSTARD (French).
Maclure & Langley, Ltd., Toronto.

MILITARY CHOCOLATES.
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MARSH'S GRAPE JUICE (Quebec Province).
Rose & Laflamme, Ltd., Montreal.

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McMEEKIN & CO., London, Eng.—Teas.
Donald H. Bain Co., Winnipeg.

MONKLAND OATS.
H. D. Marshall, Montreal.

MOLASSES.
West India Co., Montreal.
R. F. Cream & Co., Ltd., Quebec, P.Q.

MACE.
West India Co., Montreal.

MUSTARD PREPARED IN GLASS.
Fred Coward, Toronto.

N

NORTH AMERICAN CHEMICAL CO. — Rice's Salt.
G. B. Thompson & Co., Winnipeg.

NORCANNERS' SARDINES.
Maclure & Langley, Toronto.

NORWEGIAN CANNERS EXPORT CO., Norway—Sardines.
H. P. Pennock & Co., Winnipeg.

NORTH ONTARIO PACKING CO., California—Dried Fruits.
H. P. Pennock & Co., Winnipeg.

NORFOLK STORAGE CO., Virginia—Peanuts.
H. P. Pennock & Co., Winnipeg.

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NATIONAL ESSENCE FOR COFFEE CO., Philadelphia, Pa.
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G. B. Thompson & Co., Winnipeg.

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Maclure & Langley, Toronto.

NATIONAL LICORICE CO.
Wm. H Dunn, Limited, Montreal.
Mason & Hickey, Winnipeg.

NICHOLSON & BROCK, Toronto—Bird Seed.
Mason & Hickey, Winnipeg.

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West India Co., Montreal.

NUTS.
West India Co., Montreal.
C. B. Hart, Reg., Montreal.

O

W. G. Patrick & Co., Ltd., Toronto.

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The Robt. Gillespie Co., Winnipeg.

O'LEARY & LEE—Canned Lobsters.
C. B. Hart, Reg., Montreal.

P

PURE GOLD MFG. CO.
Wm. H. Dunn, Ltd., Montreal.

PRYTZ & CO., Alicante, Spain—Shelled Almonds.
Scott-Bathgate Co., Ltd., Winnipeg.

PATERSON, SIMONS & CO., Singapore—Tapioca, Sago, Pepper, Nutmegs, Pineapples.
Scott-Bathgate Co., Ltd., Winnipeg.

PEAS, "COOKER" BRAND.
Maclure & Langley, Toronto.

PLANTERS NUT & CHOCOLATE CO., Suffolk, Va.—Peanuts, etc.
Scott-Bathgate & Co., Ltd., Winnipeg.

PAN CONFECTION FACTORY, Chicago, Ill. — Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

PEEK FREAN'S BISCUITS.
Frank L. Benedict & Co., Montreal.

POSTUM CEREAL CO., LTD.
W. H. Dunn, Ltd., Montreal.

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Maclure & Langley, Toronto.

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Maclure & Langley, Toronto.

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Rose & Laflamme, Ltd., Montreal (Eas. Canada).

PATERSON, R., & SONS, Glasgow—Camp Coffee.
W. L. Mackenzie & Co., Ltd., Winnipeg.

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Donald H. Bain Co., Winnipeg.

POSTUM CEREAL CO., Battle Creek, Mich.—Postum, Grape Nuts, Post Toasties, etc.
Donald H. Bain Co., Winnipeg.

J. L. PRESCOTT & CO., New York—Rising Sun Stove Polish, X-Ray Polish.
Donald H. Bain Co., Winnipeg.

QUAKER OATS CO., Saskatoon—Flour, Rolled Oats, Cereals.
Donald H. Bain Co., Winnipeg.
W. F. Elliot, Fort William, Ont.

QUAKER CANDY CO., Toronto.
F. D. Cockburn Co., Winnipeg.

R

RAW SUGARS.
West India Co., Montreal.

ROCHESTER CANDY WORKS, Rochester, N.Y. —Royal Dalcara Marshmallows.
F. D. Cockburn, Winnipeg.

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Mason & Hickey, Winnipeg.

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C. & J. Jones, Winnipeg.

ROWNTREE CO., York, Eng.—Confectionery.
Scott-Bathgate & Co., Ltd., Winnipeg.

ROBERTSON'S SCOTCH SHORTBREAD.
The Robt. Gillespie Co., Winnipeg.

REEDSBURG CANNING CO., Reedsburg, Wis.—Canned Goods.
The C. H. Grant Co., Winnipeg.

ROMAN MEAL CO., West Toronto.
Tees & Persee, Ltd., Winnipeg.

RICE.
West India Co., Montreal.
C. B. Hart, Reg., Montreal.

RICE, GROUND, IN PACKETS.
Fred Coward, Toronto.

A. RUPERT & CO., Portland, Ore.—Dried Fruits, etc.
C. & J. Jones, Winnipeg.

RED WING GRAPE JUICE.
Dunn-Hortop, Limited, Toronto.

ROBIN HOOD MILLS, LIMITED.
Wm. H. Dunn, Limited, Montreal.
Dunn-Hortop, Limited, Toronto.

ROLA EGG POWDER.
Rose & Laflamme, Ltd., Montreal.

ROBIN, JONES & WHITMAN, LTD., Lunenburg, N.S.—Dried Fish.
Watson & Truesdale, Winnipeg.

ROSENBERG BROS. & CO., San Francisco—Dried Fruits, Nuts.
C. B. Hart, Reg., Montreal.

RIDGEWAY'S TEA.
Frank L. Benedict & Co., Montreal.

S

SANBACH, TINNE & CO., Liverpool, Eng.—Spices.
C. & J. Jones, Winnipeg.

SAUCE, JOHN BULL, THICK.
Fred Coward, Toronto.

SAUCE, WORCESTER.
Fred Coward, Toronto.

ST. WILLIAMS PRESERVING CO., St. Williams, Ont.—Jams and Marmalades.
Maclure & Langley, Toronto.

SEWARDS, LTD., Montreal—Toilet Soaps.
The Robt. Gillespie Co., Winnipeg.

ST. LAWRENCE SUGAR REFINERIES, LTD., Montreal.
Tees & Persee, Ltd., Winnipeg.

ST. LAWRENCE STARCH CO., LTD., Port Credit, Ont.
Tees & Persee, Ltd., Winnipeg.

SNAP CO., LTD., Montreal.
Tees & Persee, Ltd., Winnipeg.

SMITH BROS., LTD.—Fly Catchers.
The Robt. Gillespie Co., Winnipeg.

SHRIMPS, PT. CLEAR.
W. G. Patrick & Co., Ltd., Toronto.

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Donald H. Bain Co., Winnipeg.

SMITH, E. D., & SON, LTD., Winona, Ont.—Jams, Jellies, Marmalade, etc.
Wm. H. Dunn, Limited, Montreal.
Watson & Truesdale, Winnipeg.

SMITH & PROCTOR, Halifax—Bluenose Butter in tins.
Watson & Truesdale, Winnipeg.

SMITH, N. & M., Halifax—Herring in Barrels, etc.
Watson & Truesdale, Winnipeg.

STERLING CHOCOLATE CO., LTD., Montreal—Turkish Delights and Marshmallows.
Watson & Truesdale, Winnipeg.

SEALY, JNO., St. John, N.B.—Salt Fish.
Donald H. Bain Co., Winnipeg.

SCHLOSS MFG. CO., San Francisco Golden State Jars.
Donald H. Bain Co., Winnipeg.

SARDINES (Crossed Fish, Sapphire Royal).
W G. Patrick & Co., Ltd., Toronto.

SALAD DRESSING (Yacht Club Brand).
W. G. Patrick & Co., Ltd., Toronto.

SABATER & CO., Reus, Spain—Tarragona Almonds, Filberts.
Scott-Bathgate & Co., Ltd., Winnipeg.

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West India Co., Limited, Montreal.

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West India Co., Limited, Montreal.

SEGGERMAN BROS., INC., New York—Rice.
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Frank L. Benedict & Co., Montreal.

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The Robt. Gillespie Co., Winnipeg.

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MRS. STEWART'S BLUING—Liquid Bluing.
G. B. Thompson & Co., Winnipeg.

SUCHARD'S COCOA
Frank L. Benedict & Co., Montreal.

T

TECO PANCAKE MIXTURES.
H. D. Marshall, Montreal.

TAYLOR'S PEELS
A. P. Tippet & Co., Montreal.

JOHN TAYLOR & CO., Toronto Taylor's Borax Soap and Soap Powder, Infant's Delight Soap, Perfume, Cologne, Toilet Water and Talcum Powder.
F. D. Cockburn, Winnipeg.

W. A. TAYLOR & CO., Winnipeg—Horse Radish Relishes.
Mason & Hickey, Winnipeg.

THAMES CANNING CO., Thamesville, Ont.—Canned Goods.
The C. H. Grant Co., Winnipeg.

THE TURTLE MT. MILLING CO., Boissevain, Man.—Flour and Feed.
The C. H. Grant Co., Winnipeg.

TUCKETT TOBACCO CO., LTD., Hamilton, Ont.
Tees & Persee, Ltd., Winnipeg.

TRENOR & CO., Valencia, Spain — Valencia Raisins.
Scott-Bathgate Co., Winnipeg.

MATT. THOMPSON CO., Winnipeg—Fruit Cakes.
The Robt. Gillespie Co., Winnipeg.

O. & W. THUM CO., (Tanglefoot), Grand Rapids, U.S.A.
Tees & Persee, Ltd., Winnipeg.

TOFFEE (Mackintosh's).
Maclure & Langley, Ltd., Toronto.

THISTLE BRAND CANNED FISH.
A. P. Tippet & Co., Montreal.

THORNTON & CO., Malaga, Spain—Blue Fruits and Almonds.
Mason & Hickey, Winnipeg.

TOBIN, J., & SONS, Ottawa Soldiers' Comfort Boxes.
W. F. Elliot, Fort William, Ont.

TORBITT & CASTLEMAN CO., Louisville, Ky. Molasses and Syrup.
F. D. Cockburn, Winnipeg.

TOKSTED BURGER CO. Imported Canned Goods.
C. B. Hart, Reg., Montreal.

THOMPSON'S SALTED PEANUTS.
G. B. Thompson & Co., Winnipeg.

TOBLER'S CHOCOLATES.
Maclure & Langley, Ltd., Toronto.

TURKISH DELIGHT, A1.
Maclure & Langley, Ltd., Toronto.

TUNA FISH, "WAVE KIST."
W. G. Patrick & Co., Ltd., Toronto.

U

UNDERWOOD'S DEVILLED HAM.
Frank L. Benedict & Co., Montreal.

UPTON'S JAMS (Quebec Province).
Rose & Laflamme, Ltd., Montreal.
Scott-Bathgate Co., Winnipeg.

URQUHART, D., Hensall, Ont.—White Beans.
Mason & Hickey, Winnipeg.

V

VAN CAMP PRODUCTS.
Frank L. Benedict & Co., Montreal.

VENIERE, P., Montpellier, France — Cream of Tartar.
Scott-Bathgate Co., Ltd., Winnipeg.

W

WARD, A. W., & CO., Vancouver—Canned Salmon.
C. & J. Jones, Winnipeg.

WETHEY, J. H., LTD.—Mince Meat, Jams, etc.
Mason & Hickey, Winnipeg.

WHITNEY, J. C., CO., Chicago and Japan Japan Tea.
Scott-Bathgate Co., Ltd., Winnipeg.

WEST, FRED. J., INC., New York—Coffee.
Scott-Bathgate Co., Ltd., Winnipeg.

WESTERN SALT CO., Courtwright, Ont.
Tees & Persee, Ltd., Winnipeg.

WEST INDIA CO.—Molasses, Nuts, etc.
H. P. Pennock & Co., Ltd., Winnipeg.

WENTWORTH ORCHARD CO., Hamilton—Compound Jam and Jelly Mincemeat.
The H. L. Perry Co., Winnipeg.

WEST, TAYLOR, BICKLE & CO., LTD., Norwich High Class Brooms.
Watson & Truesdale, Winnipeg.

WASHBURN-CROSBY CO., Minneapolis—Cornmeal, Rye Flour.
Donald H. Bain Co., Winnipeg.

WILLIAMETTE VALLEY PRUNE ASS'N, Salem, Ore.—Prunes, Dried Loganberries.
Donald H. Bain Co., Winnipeg.

WILSON, JAS., & SONS—Barley.
G. B. Thompson & Co., Winnipeg.

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P. PAUL & CO.,
Duncan Station, Que.





That's BLUENOSE BUTTER

-the universal favorite

If you are not already selling Bluenose Butter it is worth your while to begin to-day. For "Bluenose" is a seller, a customer-pleaser and a profit-maker.

Featuring and recommending quality lines such as Bluenose Butter is a certain way of increasing that customer confidence which is essential to successful business expansion.

You can absolutely recommend Bluenose. Its quality and flavor will appeal to the most critical.

Sold in pound, two-pound and half-pound tins. Always opens up in excellent shape. Its quality has been proven in every quarter of the world.

Get well stocked now!

SMITH & PROCTOR

Halifax, N.S.

—More Business
—Better Satisfied Customers
—Greater Profits

is what

STAG

CHEWING TOBACCO

"Ever-lasting-ly Good"

brings to grocers who sell this quality brand



Recommend

STAG

every time you have the opportunity to do so.

It will pay you.

THE TORONTO POTTERY CO., LIMITED

Show Her How to Stow Away the Year's Supply of Eggs, Butter and Fruits

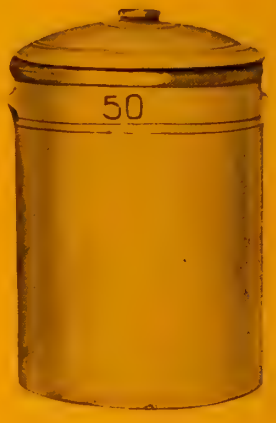


This clean, sanitary stoneware simplifies the high price problem for every practical housewife.

A Ten-Gallon Stoneware Jar and a Quart of Liquid Glass will pack 25 to 30 dozen Eggs.

A display of this stoneware and a little suggestion from you as to its many money-saving points will win you her increased appreciation and give you big returns on your outlay.

Perhaps you would like to receive our complete list with full particulars and terms? We will mail it on request.



The Toronto Pottery Co., Ltd.

617-618 Dominion Bank Bldg.

KING AND YONGE STS. - TORONTO

Tall Butter Jars

With or Without Covers

¼ gallon (3 lb.)	at 15c per gal.
½ gallon (5 lb.)	
1 gallon (10 lb.)	
2 gallon	
3 gallon	
4 gallon	
5 gallon	
6 gallon	

Dark glazed inside. Light and dark or all white outside.

Tall Jars or Covers

¼ gallon count as ½ gallon each
½ gallon count as ¾ gallon each
¾ gallon count as 1 gallon each
1 gallon count as 1 gallon each

Tall Covers

1½ gallons count as 1 gallon each
2 gallons count as 1 gallon each
3 and 4 gal. count as 1½ gallon each
5 and 6 gal. count as 2 gallons each

Black Top Tested Shoulder Jugs



¼ gallon Imperial	at 25c per gal.
½ gallon Imperial	
1 gallon Imperial	
2 gallon Imperial	
3 gallon Imperial	
4 gallon Imperial	
5 gallon Imperial	



Meat Tubs

(Dark Glazed Inside)

8 gallon	at 18c per gal.
10 gallon	
12 gallon	
15 gallon	at 23c per gal.
20 gallon	
25 gallon	at 25c per gal.
30 gallon	
35 gallon	at 30c per gal.
40 gallon	
50 gallon	

These jars are acid proof, well glazed, and make a sanitary container; do not leak and will outlast many barrels.

Preserve Jars



With Stone Covers

¼ gal.	$1.80 per dozen
½ gal.	2.70 per dozen
1 gal.	3.60 per dozen
1½ gal.	4.80 per dozen
2 gal.	5.75 per dozen
3 gal.	8.40 per dozen
4 gal.	10.80 per dozen

Jar can be made air tight by sealing with wax

Churns with Stone Covers

(Dashers Included)

2 gallon	$7.92 per dozen
3 gallon	10.32 per dozen
4 gallon	12.48 per dozen
5 gallon	14.40 per dozen
6 gallon	16.56 per dozen
8 gallon	25.20 per dozen
10 gallon	31.20 per dozen
12 gallon	36.00 per dozen

Cheaper and more sanitary than WoodenChurns.



French Pots

Black or White Glazed

¼ gal.	at 17c per gal.
½ gal.	
¾ gal.	
1 gal	
1½ gal.	
¼ gal.	count as ½ gal.
½ gal.	count as ¾ gal.
¾ gal.	count as 1 gal.
1 gal.	count as 1 gal.
1½ gal.	count as 1 gal.

Largest Distributors of Clay Products in Canada



Made in all sizes of glass, tins, and in bulk.

"REDBO" Peanut Butter

The nuts used in this Butter are the finest obtainable, and are hand picked.

You will find REDBO a quick seller. Your customers will appreciate it if you sell them this brand.

Handled by all the leading jobbers

Made by

ANSLEY-HALLBERG-LEWIS LIMITED

WINNIPEG

KLIM

IN POWDER FORM

HAS THE MILK FLAVOR UNCHANGED

Because it is not cooked or boiled in the process of removing the 91% of water from the original separated milk.

Klim is 100% milk food in powder form.

Klim users like it because it has the appearance and flavor of fresh milk when dissolved in water again, ready for use.

Selling Klim pays you. It is used daily and repeats often. Get into the "regular milk business" with this staple, paying food.

Packed in 1 pound and ten pound tins.

Canadian Milk Products, Limited

10-12 St. Patrick St., Toronto
10 Ste. Sophie Lane, Montreal, P.Q.

Also stocked by
W. H. Escott Co., Ltd., Winnipeg,
and Kirkland & Rose, Vancouver

TRADE MARK
KEYSTONE
BRAND
REGISTERED

Quick Turnovers— Good Profits

There is the secret of an aggressive merchandising. Quick turnovers and good profits are necessary for every thriving business.

They are what is assured a dealer in

"NUGGET" BROOMS

"Nugget" Brooms are made to give your customers genuine satisfaction. A "Nugget" Broom in the hands of your customers will sell itself.

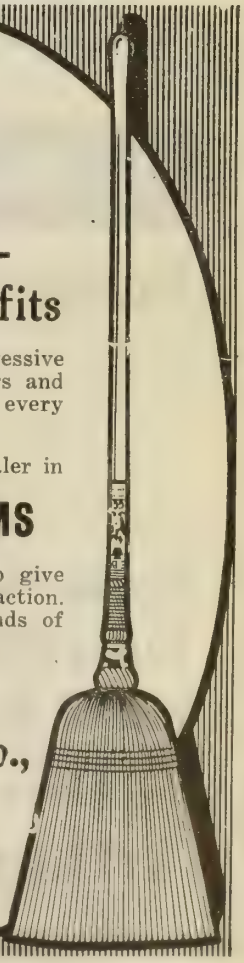
Write to-day for prices and particulars to

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.

Makers of the famous Keystone line.



If any advertisement interests you, tear it out now and place with letters to be answered.



Some of the Staff of the Thistle Curing & Canning Company

A MODEL ESTABLISHMENT

THISTLE BRAND FISH

License No. 641

License No. 642

The Best **The Best Only** **Always the Best**

Packed at the Water-side.

Packed in most Sanitary Factories.

Packed from finest selected Fish.

SEAMLESS—SOLDERLESS—SANITARY TINS ONLY.

Finnan Haddies
Tunny Fish
Flaked Fish

"Thistle" brand was established in 1851 by Mr. Austin, the first Scotchman to put up Haddie in Canada—his son and grandson are managers of the factories to-day!

Kippered Herring
Mackerel de Luxe
Herring in Tomato

Arthur P. Tippet & Company SOLE AGENTS **Montreal**

Established 1725

COX'S
Instant Powdered
GELATINE



COX'S
INSTANT POWDERED GELATINE



Now that the conservation of Foods which are scarce is so necessary, the Retail Merchants can render service to the cause of the Allies by a better appreciation of the possibilities of certain food products, so that they can be intelligently recommended to the consuming public.

COX'S GELATINE is usually associated with the making of desserts, but its usefulness does not stop there.

COX'S GELATINE is invaluable in the preparation of **Soups, Salads** and **Savories.** By its use appetizing and nourishing dishes can be made from left-over Meat, Poultry, Fish and Vegetables, which might otherwise be discarded.

COX'S GELATINE is manufactured only by

J. & G. COX, LIMITED,
EDINBURGH,
SCOTLAND

AGENTS IN CANADA:

Winnipeg, Manitoba
Tees & Persse, Ltd.

Montreal and Toronto
A. P. TIPPET & COMPANY

Vancouver
Martin & Robertson, Ltd.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

OAKEY'S KNIFE POLISH



JOHN OAKEY & SONS, LIMITED
LONDON, S.E 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality Most Reasonably Priced "Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Prescott PAPER Baler

Strongest, simplest, most efficient and easiest to operate—Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal.

WRITE TO-DAY

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

VOLPEEK MENDS HOLES in POTS & PANS

Your customers can mend holes in Graniteware, Tin, Aluminum, Iron, etc., at a cost of ½ cent a mend and without the aid of any tools whatever.

VOLPEEK makes this possible. Show it to your trade. Put up in attractive display stands. At your wholesaler's, or direct from

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

The money is yours—and we'll get it for you.

That is if you just say the word. Look over your books. See the number of bad accounts and realize that you are losing money on them everyday.

We can get your money for you

Ours is a large and reputable organization qualified to collect anywhere.
Write to-day for full particulars and samples of our Special Forms.

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.

300 BUSHELS

White Hand Picked

Rangoon Beans

at $6.00

A1 Quality. Good cookers. Two bushels to the bag.

S. P. WILSON
Queen and Cameron Sts., - Toronto
Wholesale Grocers

MAPLE SYRUP

New Crop

For immediate delivery in 5 gals., 1 gal., 10 lbs., 5 lbs., 2½ lbs., 1¼lbs., in car lots or fractions thereof.

Each tin bears our "Canada's Best Brand" label and contains the choice Maple Syrup of Eastern Canada.

Maple Butter Sweetnut Butter

Honey Butter Chocolate Butter

Maple Sugar
Cream Sugar } Best 10c. Seller

Our "SUPERIOR BRAND" sugar syrup is unexcelled for table use.

Canada Maple Exchange, Limited

Montreal

Operating and Controlling
THE BAINE CONFECTIONS,

Scott Bathgate & Co. *Western Representatives*
WINNIPEG

Make the fish demand bring you big business by featuring

CHICKEN HADDIES

(Lily Brand)

Everywhere everyday people are buying more fish. Dealers well stocked with such a really high class line as Lily Brand Chicken Haddies can count on getting their proper share of this demand.

The new pack is now in the hands of wholesale grocers throughout the country.

Recommend Lily Brand Chicken Haddies as the most economical fish food obtainable. Every morsel can be eaten.

Packed at our plants on the Atlantic coast from young and tender fish. 48 1 lb. cans to the case in the new attractively labeled sanitary can.

Tell your wholesaler to ship you a sample case of

CHICKEN HADDIES

Maritime Fish Corporation Limited

Head Office and Sales Dept. Montreal

Plants at Canso, N. S. and Digby, N. S.

If any advertisement interests you, tear it out now and place with letters to be answered.

FRESH FRUITS
VEGETABLES

We are now receiving from the South

**Strawberries, Pineapples,
New Cabbage,
Cucumbers, Asparagus,
Spinach,
Bananas, Oranges, Lemons,
Grape Fruit,
Celery, Onions, Cocoanuts,**
ETC.

FRESH FISH
DISTRIBUTORS

As the lakes will be opening soon for fishing, we expect regular and liberal supplies of all varieties of Fresh Lake and Sea Fish.

FRESH HALIBUT

First car of season arrived by express Friday. Regular arrivals will follow.

WHITE & COMPANY, LIMITED

Importers from the Principal Southern Markets

Branch at Hamilton **TORONTO**

New Comadre Figs
Port Rico Pineapples
HAVE ARRIVED.

2 Cars
California Sweets and Valencias

1 car Florida Grapefruit

Messina and California Lemons
BOTH VARIETIES NOW TO OFFER.

FRESH DAILY SHIPMENTS
Strawberries, Rhubarb, Lettuce

JUST ARRIVED CAR
Peters Pack Florida Tomatoes
THE FINEST FROM FLORIDA.

NOW DUE
**Car Wax Beans, Cucumbers,
New Cabbage.**

C.F.B. LICENSE No. 151

DUNCANS LIMITED
North Bay Sudbury Cobalt Timmins

ORANGES

Extra Fancy California
Golden Orange Brand Navels

Seedlings, Mediterranean Sweets,
St. Michaels, Valencias
and Bloods.

LEMONS

Californias and Messinas.

GRAPEFRUIT
Florida and Porto Rico.

**Bananas, Pineapples, Tomatoes,
Cabbage
and all other Early Vegetables.**

HUGH WALKER & SON
Established 1861 **Guelph, Ontario**

If any advertisement interests you, tear it out now and place with letters to be answered.

WAR PROFITS TAX AFFECTS FIRE INSURANCE

Merchandise is increasing in value, and business men everywhere are in a predicament over insurance. Owing to increasing value of their goods they must raise their insurance. But here the War Profits Tax comes in and hits them harder if they increase their insurance. The question is which policy to pursue?

"Replacement Value"

Advancing prices have raised replacement value, the usual basis of fire insurance. As THE FINANCIAL POST of this week says in a special article on the subject,—"This condition of affairs began to manifest itself to some extent over two years ago, but only this year is the extreme effect of conditions that operate the world over, beginning to be felt. If the war continues for another year or more, prices in many lines, it is prophesied, will soar at least as much higher as they have during the first four years of the war."

A Helpful Insurance Article

Throughout this article you will find concise, clear pointers to the wise course as to your fire insurance. In the concluding sentence is contained the pith of it, perhaps: "The mercies of Ottawa are more tender than the co-insurance clause of the fire insurance companies can afford to be." This article which you will read with interest and profit is just an example of the excellence of THE FINANCIAL POST in its presentation of important business information. Other valuable contents of THE POST this week are under these titles:

Senate Stands for Protection of Investors' Interests.
Drayton Shows Control Over Hydro Situation.
Royal Bank Reaches Out to Barcelona.
Investing Relations of Canada and United States.
Fully Forty Per Cent. Western Wheat Acreage Sown.
State of Trade and Business in Great Britain.
Bank Clearings for Past Week Much Lower
Calling Up Boys Will Hit Banks.
The Man Who Saved Millions on Britain's War Bill.
Big Business to Solve Food Problem.
Total Expenses of Victory Loan, $5,000,000.
Record Breaking Year in Canadian Life Insurance.
Banks Have Savings Account Surplus of Millions.

These are just a few headings from THE FINANCIAL POST now on sale at News Stands for 10 cents or to subscribers in Canada, $3.00 per year. Current copy will be sent you if you simply sign and send this coupon.

— — — — — — — — — —

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price ($3.00 per year) on receipt of bill, or you may draw on me for this.

Name .....

Address .....

C.G. 4D

X-X-X
PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co.
(Chemical Department) **Limited**
SMITH'S FALLS, ONTARIO

Navel Oranges

Nova Scotia and Georgian Bay Brand Apples

Tomatoes

Get in touch with us to-day

Lemon Bros.
Owen Sound
Ont.



Many Uses

Junket Tablets owe their great sale to the many uses which are made of them. Physicians prescribe Junket and nurses use it for the kiddies and in the sick room—as a delicious, nutritious food.

Also for making a great variety of dainty desserts and for making ice cream, the use of Junket Tablets is so widened that they are in constant demand.

Junket
MADE *with* MILK

Can you afford to be without such a product on your shelves? In its wide use lies your opportunity for profit.

Advertised in the Dominion's leading Magazines and Journals, it has a demand which you must fill or lose the trade.

Sold in 10-Tablet packages that retail at 12c with a good profit.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

AUTO ROACH-KILLER

WHEN THE AUTO ROACH-KILLER APPEARS



KILLS

COCKROACHES
BED BUGS
FLEAS
LICE
BEETLES
MOTHS
ETC.

Write for Prices

J. E. Beauchamp & Co.
Montreal

Agents in all principal cities

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

ROLA "QUALITY"

EGG POWDER



Pure
Wholesome
Convenient
Economical

Guaranteed to be manufactured from Evaporated Fresh Eggs and other nutritious ingredients.

One tin, retailing at 25 cents, does the work of 2 dozen eggs.

Put up in very attractive Counter Display Cartons each containing one dozen tins.

Ask Your Wholesaler for it

SELLING AGENTS

ROSE & LAFLAMME, LIMITED

MONTREAL - TORONTO

TEA MARKET

The possibility of the shipping situation becoming more acute during the next few weeks should suggest generous ordering now on the part of the retail trade.

Our prices on stocks are lower than import quotations at present.

We carry over 140 different grades of Tea and can satisfactorily fill the particular requirements of your trade.

Our long experience in buying and blending enable us to guarantee *satisfaction or return at our expense.*

Correspondence Invited.

KEARNEY BROS., LIMITED

Wholesale Tea and Coffee Merchants

33 ST. PETER ST. MONTREAL

"WHO MAKES ____?"

A Directory of Lines Made by Advertisers. Compiled from information furnished by these firms for the use of Readers of CANADIAN GROCER.

Notice to Readers:—To find who makes the grocery line you want, look under the heading for that class of goods. In most cases the brand name is given as well as the firm name and address of the manufacturer. If the line you want is not listed in this directory, write THE CANADIAN GROCER, and our Service Department will try to get the information for you.

See directory of store equipment advertisers for lines of equipment and fixtures on page 34. That directory faces Equipment Section in this issue.

ADHESIVES
Cannon Canadian Co., Toronto.

AMMONIA
Kennedy Mfg. Co., Montreal.

AMMONIA POWDER
Matchless Ammonia Powder
Keenleyside Oil Co., London, Ont.
Snowflake Ammonia Powder
S. F. Lawrason & Co., London.

APPLE CIDER
Acme Vinegar Co., Winnipeg.

AUTO LIQUID VENEER
Buffalo Specialty Co., Buffalo and Bridgeburg.

BACON
Wm. Davies Co., Ltd., Toronto.
Premium Bacon
Swift Canadian Co., Toronto.
Star Brand Bacon—
F. W. Fearman Co., Hamilton.
J. M. Schneider & Sons, Kitchener.

BAGS, PAPER
E. B. Eddy Co., Hull, Que.
Walter Woods & Co., Hamilton.

BAGS (TRAVELLING)
Knickerbocker Case Co., Chicago.

BAGS (CABIN)
Knickerbocker Case Co., Chicago.

BAKED BEANS
H. J. Heinz Co., Leamington.

BAKED MEATS
Armour & Co., Hamilton.

BAKING POWDERS
B. O. Products Co., Quebec, Que.
Bowes Baking Powder (bulk)
The Bowes Co., Ltd., Toronto.
F. F. Dalley Corporation, Ltd., Hamilton.
Litster Pure Food Co., Toronto.
Egg-O Baking Powder—
Egg-O Baking Powder Co., Hamilton.
White Star Baking Powder
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spice & Cereals, Ltd., Toronto.
Biscalite Baking Powder
Jones Packing & Provision Co., Smith's Falls.

BAKING SODA
White Star Baking Soda—
Macdonald-Chapman, Ltd., Winnipeg.
Cow Brand Baking Soda—
Church & Dwight, Montreal.

BANANA CRATES
Keenan Woodenware Mfg. Co., Owen Sound.

BARLEYS
Scotch Pearl Barley—
Quaker Oats Co., Peterborough, Ont.
Jno. MacKay Co., Bowmanville, Ont.

BARRELLED PORK AND BEEF
Armour & Co., Hamilton.
Swift's Barrelled Pork and Beef—
Swift Canadian Co., Toronto.

BARREL COVERS
The E. B. Eddy Co., Hull, Canada.

BASKETS, PEACH
Keenan Woodenware Mfg. Co., Owen Sound.

BASKETS, MEAT
Keenan Woodenware Mfg. Co., Owen Sound.

BASKETS
Walter Woods & Co., Hamilton.

BEEF
Armour & Co., Hamilton.

BEEF CUTS
J. M. Schneider & Sons, Ltd., Kitchener.

BEEFSTEAK AND ONIONS
Clark's Beefsteak and Onions—
W. Clark, Limited, Montreal.

BEEFSTEAK SAUCE
H. J. Heinz Co., Leamington.

BEEF LOAF
W. Clark, Limited, Montreal.
F. W. Fearman Co., Ltd., Hamilton.

BISCUITS
Charbonneau, Ltd., Montreal.
McCormick's Biscuits—
McCormick Mfg. Co., London, Ont.

BISCUIT FLOUR
White Swan Spices & Cereals, Ltd., Toronto.

BLANC MANGE
Ready Prepared Blanc Mange—
B. O. Products Co., Quebec, Que.

BLEACHING POWDER
Kennedy Mfg. Co., Montreal.

BLUE
Keen's & Coleman's Blue—
Magor, Son & Co., Montreal.
Ocean Blue —
Hargreaves (Canada), Ltd., Toronto.

BLACK CHERRY WINE
Acme Vinegar Co., Winnipeg.

BLUEBERRIES
Shaw & Ellis, Pocologan, N.B.

BOOK COVERS
The E. B. Eddy Co., Hull, Canada.

BONELESS CHICKEN
Clark's Boneless Chicken—
W. Clark, Limited, Montreal.

BONELESS AND PREPARED FISH
D. Hatton Co., Montreal.

BORAX
White Star Borax—
Macdonald-Chapman, Ltd., Winnipeg.
B. & S. H. Thompson & Co., Montreal.

BOX STRAPPINGS
J. E. Beauchamp & Co., Montreal.

BRASS POLISH
Kennedy Mfg. Co., Montreal.

BREAD PLATES
Cane's Bread Plates—
Wm. Cane, Sons & Co., Newmarket, Ont.

BREAD PUDDING (PREPARED)
B. O. Products Co., Quebec, Que.

BREAKFAST FOODS
Kellogg's Toasted Corn Flakes—
Battle Creek Toasted Corn Flake Co., London.
Pettijohn's Breakfast Food, Quaker Cracked Wheat, Quaker Farina, Quaker Oats, Quaker Puffed Rice, Quaker Toasted Corn Flakes, Tillson's Oats, Victor Rolled Wheat—
Quaker Oats Co., Peterborough, Ont.
Ralston Wheat Food—
Chisholm Milling Co., Toronto.
Purity Rolled Oats—
Western Canada Flour Mills Co., Ltd., Toronto

BROOMS
Keystone Brand Brooms, Nugget Brand Brooms, Jubilee Brooms, Metal Cased Brooms
Stevens-Hepner Co., Port Elgin, Ont.
Primus Brand Corn Brooms—
L. Chaput, Fils & Cie., Montreal.
T. S. Simms & Co., Ltd., Fairville, St. John,
Tiger Brand Brooms
Walter Woods & Co., Hamilton, Ont.
Megantic Broom Co., Lake Megantic, Que.

BRUSHES
Keystone Brand Brushes—
Stevens-Hepner Co., Port Elgin, Ont.
Paint Brushes, Varnish Brushes, Household Brushes, Stable Brushes, Saddlery Brushes, Artist's Brushes, Kalsomine Brushes—
T. S. Simms & Co., Ltd., Fairville, St. John, N.B.
Walter Woods & Co., Hamilton.

BUCKWHEAT FLOUR (Self-rising)
White Swan Spices & Cereals, Ltd., Toronto.

BUTTER
Bowes Butter —
The Bowes Co., Limited, Toronto.
Wm. Davies Co., Ltd., Toronto.
Gunns, Ltd., Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Brookfield Creamery Butter—
Swift Canadian Co., Toronto.
Blue Nose Table Butter—
Smith & Proctor, Halifax, N.S.

BUTTER BOXES
Keenan Woodenware Mfg. Co., Owen Sound.

BUTTER MOULDS
Cane's Acme Butter Moulds—
Wm. Cane, Sons & Co., Newmarket, Ont.

BUTTER WRAPS
Walter Woods & Co., Hamilton.

BUTTER CROCKS
Ontario Crockery Co., London, Ont.
Toronto Pottery Co., Ltd., Toronto.

CALF CHOW (PURINA)
Chisholm Milling Co., Toronto.

CAKE POWDER
B. O. Powder Co., Quebec, Que.

CAKE ICINGS
Litster Pure Food Co., Toronto.

CANADIAN BOILED DINNER
W. Clark, Ltd., Montreal.

CANDY
Robert Gillespie & Co., Winnipeg.
Charbonneau, Ltd., Montreal.

CANNED FISH
Armour & Co., Hamilton.
Brunswick Brand Clams, Brunswick Brand Finnan Haddies, Brunswick Brand Kippered Herring, Brunswick Brand Herring in Tomato Sauce, Brunswick Brand Oil Sardines
Connors Bros., Ltd., Black's Harbor, N.B.
D. Hatton Co., Montreal.
Maritime Fish Corporation, Montreal.

CANNED LOBSTERS
Connors Bros., Ltd., Black's Harbor, N.B.
D. Hatton Co., Montreal.

CANNED FRUITS
Dominion Canners, Hamilton, Ont.
Primus Brand Canned Fruits—
L. Chaput Fils & Cie., Montreal.
E. D. Smith & Son, Ltd., Winona.

CANNED MEATS
Armour & Co., Hamilton.
Wm. Davies Co., Ltd., Toronto.

CANNED SALMON
Primus Brand Canned Salmon—
L. Chaput Fils & Cie., Montreal.
D. Hatton Co., Montreal.
Swift Canadian Co., Ltd., Toronto.

CANNED VEGETABLES
E. D. Smith & Son, Ltd., Winona, Ont.
Primus Brand Canned Vegetables—
L. Chaput Fils & Cie., Montreal.

CANNING MACHINERY
Brown, Boggs Co., Hamilton.

CARTON FILLERS
Trent Mfg. Co., Ltd., Trenton, Ont.

CASE FILLERS
Trent Mfg. Co., Ltd., Trenton, Ont.

CASES (Luncheon)
Knickerbocker Case Co., Chicago.

CASES (Sample)
Knickerbocker Case Co., Chicago.

CASES (Fishing Tackle)
Knickerbocker Case Co., Chicago.

CASINGS
Swift Canadian Company, Toronto.

CASTOR OIL
B. & S. H. Thompson & Co., Montreal.

CATTLE FEEDS
Chisholm Milling Co., Ltd., Toronto.

CATSUP
H. J. Heinz Co., Leamington.
E. D. S. Catsup—
E. D. Smith & Son, Winona, Ont.
Clark's Tomato Ketchup—
W. Clark, Limited, Montreal.
Taylor & Pringle Co., Ltd., Owen Sound.

CHERRY CIDER
Acme Vinegar Co., Winnipeg.

CEREALS
Biscuit Flour, Buckwheat Flour, Diet Flour, Health Flour, King's Food, Pancake Flour, Wheat Flakes, Wheat Kernels—
Chisholm Milling Co., Toronto.
Battle Creek Toasted Corn Flake Co., London.
Quaker Oats Co., Peterborough and Saskatoon.
Western Canada Flour Mills, Winnipeg and Toronto.

CIGARS
Lord Tennyson, Grand Master, Promoter, Perfection, Davis' Panetelas, Nobleman, La Plaza, Boite Nature, Coronas, Boite Nature, Invincibles, Mauricio—
S. Davis & Sons, Montreal.

CHEESE
Wm. Davies Co., Ltd., Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Swift's Brookfield Cheese—
Swift Canadian Company, Toronto.

CHILI CON CARNE
E. W. Jeffress, Ltd., Walkerville.
CHICKEN A LA KING
E. W. Jeffress, Ltd., Walkerville.
CHICKEN SOUPS
Chateau Brand Chicken Soup
Chateau Brand Chicken Soup, Assorted
W. Clark, Limited, Montreal.
CHICKEN CHOWDER (Purina)
Chisholm Milling Co., Toronto.
CHICK FEED (Purina)
Chisholm Milling Co., Toronto.
CHEWING GUM
O-Pee-Chee Gum Co., London, Ont.
CHILI SAUCE
H. J. Heinz Co., Leamington.
CHOCOLATE
Baker's Carcas Sweet Chocolate
Baker's Premium No. 1 Chocolate
Walter Baker & Co., Montreal.
Cowan Co., Toronto.
CHOCOLATE BUTTER
Canada Maple Exchange, Ltd., Montreal.
CHOCOLATE BURNT ALMONDS
Canada Maple Exchange, Ltd., Montreal.
CHOCOLATES
Bordeaux Chocolate, Chocolate Creams—
Canada Maple Exchange, Ltd., Montreal.
Charbonneau, Ltd., Montreal.
CHOW CHOW
H. J. Heinz Co., Leamington.
CHOCOLATES, MILITARY
Robert Gillespie & Co., Winnipeg.
CIDER
Taylor-Pringle Co., Ltd., Owen Sound.
CITRIC ACID
B. & S. H. Thompson & Co., Montreal.
CIGARETTES
Player's Navy Cut Cigarettes, Richmond Straight Cut Cigarettes, Gold Crest Cigarettes, Mogul Cigarettes, Murad Cigarettes, Pall Mall Cigarettes—
Imperial Tobacco Co., Montreal.
CLAMS
Indian Chief Brand—
Shaw & Ellis, Pocologan, N.B.
CHEMICAL WARE
Toronto Pottery Co., Ltd., Toronto.
CHURNS
Toronto Pottery Co., Ltd., Toronto.
CLEANSERS
Armour & Co., Hamilton.
Babbitt's Cleanser—
B. T. Babbitt Co., New York, N.Y.
CLOSET CLEANSER
Sani-Flush Closet Cleaner
Hygienic Products Co., Canton, Ohio.
CLOTHESHORSES
Faultless Brand
Canadian Woodenware Co., St. Thomas.
CLOTHES LINE PULLEYS
Megantic Broom Mfg. Co., Lake Megantic, Que.
CLOTHES PINS
Cane's First Quality Clothes Pins—
Wm. Cane, Sons & Co., Newmarket, Ont.
Megantic Broom Co., Lake Megantic, Que.
COAT AND HAT RACKS
Canadian Woodenware Co., St. Thomas.
COCOANUT OIL
Jones Packing & Provision Co., Smith's Falls.
COBBAN'S HERB TABLETS
Muncey Supply Co., Muncey.
COCOAS
Baker's Breakfast Cocoa—
Walter Baker & Co., Montreal.
Borden's Condensed Cocoa
Borden's Cocoa, with milk and sugar
Borden Milk Co., Montreal.
Perfection Cocoa
Cowan Co., Toronto.
Malcolm Condensing Co., St. George, Ont.
Dandee Pure Cocoa—
Litster Pure Food Co., Toronto.
Ever Ready Cocoa—
Litster Pure Food Co., Toronto.
COFFEES
S. H. Ewing Sons, Montreal.
Baker Importing Co., Minneapolis, Minn.
F. F. Dalley Corporation, Ltd., Hamilton.
White Star Coffee
Macdonald-Chapman, Ltd., Winnipeg.
Jersey Cream Coffee
Litster Pure Food Co., Toronto.
Thistle Brand, Boquet Brand
Hudon, Herbert & Co., Montreal.
White Swan Spice & Cereals, Ltd., Toronto.
COFFEE, CONDENSED
Borden's Condensed Coffee
Borden's with milk and sugar
Borden Milk Co., Montreal.
St. George Brand Coffee—
Malcolm Condensing Co., St. George, Ont.
COFFEE, REFINED
G. Washington's Refined Coffee
G. Washington Sales Co., New York.
COCOANUT
White Star Unsweetened Cocoanut
Macdonald-Chapman, Ltd., Winnipeg.
COLLAPSIBLE TUBES
Betts & Co., Ltd., London, Eng.
COLLAR PADS
American Pad & Textile Co., Chatham.
CONDENSED MILK
Canadian Milk Products Co., Toronto.
Banner Condensed Milk
Princess Condensed Milk
Malcolm Condensing Co., St. George, Ont.
Borden's Condensed Milk
Borden Milk Co., Montreal.
CONDIMENTS
H. J. Heinz Co., Leamington.
CONFECTIONERY
Charbonneau, Ltd., Montreal.
The Cowan Co., Toronto.
Robt. Gillespie & Co., Winnipeg.
CONFECTIONERS' SUPPLIES
Borden Milk Co., Montreal.
COOKED MEATS
Gunns, Ltd., Toronto.
Armour & Co., Hamilton.
Wm. Davies Co., Ltd., Toronto.
Harris Abattoir Co., West Toronto.
Swift Canadian Company, Toronto.
CONTAINERS
Hygienic Containers, Ltd., Toronto.
CORKS
S. H. Ewing Sons, Montreal.
CORNED BEEF
Clark's Corned Beef—
W. Clark, Limited, Montreal.
CORN FLAKES
Battle Creek Toasted Corn Flake Co., London.
Quaker Oats Co., Peterboro.
CORN MEAL
Gold Dust and Fancy Yellow Corn Meal
Chisholm Milling Co., Toronto.
Buckeye Pure Gold Cornmeal.
Quaker Best Yellow Cornmeal—
Quaker Oats Co., Peterborough, Ont.
CORN SYRUP
Canada Starch Co., Montreal.
COUGH SYRUP
J. L. Mathieu & Co., Sherbrooke, Que.
CORRUGATED FLATS
Trent Mfg. Co., Ltd., Trenton.
CREAM BARS
Canada Maple Exchange, Ltd., Montreal.
CREAM SUGAR
Canada Maple Exchange, Ltd., Montreal.
CREAM CHEESE
Armour & Co., Hamilton.
CREAM OF TARTAR
White Star Cream of Tartar
Macdonald-Chapman, Ltd., Winnipeg.
B. & S. H. Thompson & Co., Montreal.
White Swan Spice & Cereals, Ltd., Toronto.
CREAM OF TARTAR (Substitutes)
Caverly, Plumer Co., Lynn, Mass.
Jones Packing & Provision Co., Smith's Falls.
B. & S. H. Thompson & Co., Montreal.
CREMOL
Swift Canadian Co., Ltd., Toronto.
CUSPIDORS
The E. B. Eddy Co., Hull, Canada.
CROCKERY
Ontario Crockery Co., London.
Toronto Pottery Co., Ltd., Toronto.
CUSTARDS
Litster Pure Food Co., Toronto.
CUSTARD POWDER
Sutcliffe & Bingham Co.
Maclure & Langley, Toronto.
DEXTRINE
Cannon Canadian Co., Toronto.
DIET FLOUR
White Swan Spices & Cereals, Ltd., Toronto.
DILL PICKLES
H. J. Heinz Co., Leamington.
DISINFECTANTS
Kennedy Mfg. Co., Montreal.
DOG FOODS
Spratt's Dog Cakes
Spratt's Puppy Biscuits
Spratt's Patent, Ltd., London, Eng.
DRESSED HOGS
Harris Abattoir Co., Toronto.
Swift Canadian Co., Ltd., Toronto.
DRY SALTED MEATS
Swift Canadian Co., Ltd. Toronto.
DUSTERS
O-Cedar Dusters
Channell Chemical Co., Toronto.
DUSTING CLOTHS
O-Cedar Dusting Cloth—
Channell Chemical Co., Toronto.
DUSTING MOPS
O-Cedar Dusting Mops—
Channell Chemical Co., Toronto.
DYES
Sunset Soap Dye
Sunset Soap Dye Co., care Harold F. Ritchie Co., Toronto.
EARTHENWARE
Ontario Crockery Co., London, Ont.
Toronto Pottery Co., Ltd., Toronto.
EGGS
Bowes Eggs
The Bowes Co., Ltd., Toronto.
Wm. Davies Co., Ltd., Toronto.
Harris Abattoir Co., Toronto.
Swift's Brookfield Eggs
Swift Canadian Co., Toronto.
EGG CASE FILLERS
Trent Mfg. Co., Ltd., Trenton.
EGG CARTON FILLERS
Trent Mfg. Co., Ltd., Trenton.
EGG CRATES
Cane's Egg Crates
Wm. Cane, Sons & Co., Newmarket, Ont.
ENGLISH BRAWN
W. Clark, Limited, Montreal.
EVAPORATED MILK
Borden's Evaporated Milk—
Borden Milk Co., Montreal.
St. George Evaporated Milk
Malcolm Condensing Co., St. George, Ont.
EVAPORATING MACHINERY
Brown, Boggs Co., Hamilton.
EGG POWDER (Kola)
Rose & Laflamme Co., Montreal.
EXTRACTS
Bowes Extracts (bulk)
The Bowes Co., Ltd., Toronto.
Royal Extracts—
Horton-Cato Co., Windsor, Ont.
Shirriff's Flavoring Extracts
Imperial Extract Co., Toronto.
Litster Pure Food Co., Toronto.
White Star Extracts
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices & Cereals, Ltd., Toronto.
FANCY MEATS
Swift's Fancy Meats
Swift Canadian Co., Toronto.
FEED
Banner Feed
Schumacher's Stock Feed.
Victor Feed—
Quaker Oats Co., Peterborough, Ont.
FIRE BRICK
Toronto Pottery Co., Ltd., Toronto.
FISH, FRESH, FROZEN, ETC.
Maritime Fish Corporation, Montreal.
D. Hatton Co., Montreal.
Swift Canadian Co., Toronto.
White & Co., Toronto.
FLAKED WHEAT—
White Swan Spices & Cereals, Ltd., Toronto.
FLOOR OIL
Kennedy Mfg. Co., Montreal.
FLOOR WAX
Linoleo Floor Wax—
Hargreaves (Canada) Limited, Toronto.
FLOUR
Five Roses Flour—
Lake of the Woods Milling Co., Montreal.
Purity Flour—
Western Canada Flour Mills Co., Ltd., Head Office, Toronto.
Purina Whole Wheat Flour—
Chisholm Milling Co., Toronto.
Quaker Graham Flour
Quaker Manitoba Patent Flour
Quaker Oats Co., Peterborough and Saskatoon.
FLOUR SACKS
The E. B. Eddy Co., Hull, Canada.
FLOWER POTS
Toronto Pottery Co., Ltd., Toronto.
FLUID BEEF CORDIAL
Clark's Fluid Beef Cordial
W. Clark, Limited, Montreal.
FRENCH CREAMS
Canada Maple Exchange, Ltd., Montreal.
B. O. Products Co., Quebec, Que.
FRENCH MUSTARD
Dandee Brand
Litster Pure Food Co., Toronto.
FRUITS (Fresh)
Duncan's, Limited, North Bay, Ont.
Lemon Bros., Owen Sound, Ont.
McBride Bros., Toronto.
White & Co., Toronto.
Hugh Walker & Son, Guelph.
FRUIT SYRUPS (Concentrated)
Acme Vinegar Co., Winnipeg.
FRUIT JARS
Dominion Glass Co., Ltd., Montreal.
FROZEN FISH
D. Hatton Co., Montreal.
FURNITURE POLISH
O-Cedar Polish
Channell Chemical Co., Toronto.
GLUES
Cannon Canadian Co., Toronto.
GELATINE
Cannon Canadian Co., Toronto.
F. S. Jarvis & Co., Toronto.
Litster Pure Food Co., Toronto.
Charles B. Knox Gelatine Co., Inc., Johnstown, N.Y.

GLOVES (Cotton)
American Pad & Textile Co., Chatham.
GLOVES (Canvas)
American Pad & Textile Co., Chatham.
GRAIN PRODUCTS
Battle Creek Toasted Corn Flakes Co., London
GRAIN DEALERS
Chisholm Milling Co., Ltd., Toronto.
GANITEWARE MENDER
"Vol-Peek"—
H. Nagle Co., Montreal.
GRAPE CIDER
Acme Vinegar Co., Winnipeg.
GRAPE JUICE
Ontario Grape Growing & Wine Mfg. Co., St. Catharines.
E. D. Smith & Son, Winona, Ont.
Marsh Grape Juice Co., Niagara Falls.
The Welch Co., St. Catharines, Ont.
GUM ARABIC
Cannon Canadian Co., Toronto.
HAMS
Gunns, Ltd., West Toronto.
Harris Abattoir Co., Toronto.
Premium Hams
Swift Canadian Company, Toronto.
Star Brand Hams—
F. W. Fearman Co., Hamilton, Ont.
HAMS (Boiled and Smoked)
J. M. Schneider & Sons, Ltd., Kitchener.
HERBS
White Star Herbs—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices & Cereals, Ltd., Toronto.
HEADACHE POWDERS
J. T. Mathieu & Co., Sherbrooke, Que.
HAND CLEANER
Kennedy Mfg. Co., Montreal.
White Swan Spices & Cereals, Ltd., Toronto.
HERRINGS
Connors Bros., Ltd., Black's Harbor, N.B.
HEALTH SALTS
S. H. Ewing Sons, Montreal, Que.
Dandee Health Salts—
Litster Pure Food Co., Toronto.
Sutcliffe & Bingham, c/o Maclure & Langley, Toronto.
HIRST'S PAIN EXTERMINATOR
F. F. Dalley Corp., Ltd., Hamilton.
HIRST'S SYRUP OF HOREHOUND AND ELECAMPANE
F. F. Dalley Corp., Ltd., Hamilton.
HIRST'E FAMILY SALVE
F. F. Dalley Corp., Ltd., Hamilton.
HOME OIL
Buffalo Specialty Co., Buffalo and Bridgeburg.
HOMINY
Chisholm Milling Co., Toronto.
Quaker Granulated Hominy
Quaker Pearl Hominy—
Quaker Oats Co., Peterborough, Ont.
HONEY
White Star Honey—
Macdonald-Chapman, Ltd., Winnipeg.
Bowes Pure Honey—
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
HONEY BUTTER
Canada Maple Exchange, Ltd., Montreal.
HORSE RADISH
H. J. Heinz Co., Leamington.
HOPS
Dole Bros. Hops & Malt Co., Boston, Mass.
ICE CREAM POWDER
Bowes Ice Cream Powder—
The Bowes Co., Ltd., Toronto.
ICINGS
White Swan Spices & Cereals, Ltd., Toronto.
ICING SUGAR
White Star Icing Sugar—
Macdonald-Chapman, Ltd., Winnipeg.
INDIA RELISH
H. J. Heinz Co., Leamington.
INFANTS' FOOD
Borden's Eagle Brand Condensed Milk—
Borden Milk Co., Montreal.
Mackay's Barley—
Jno. Mackay Co., Bowmanville, Ont.
Robinson's Barley and Groats—
Magor, Son & Co., Montreal.
INSECT POWDER
J. E. Beauchamp, Montreal.
IRISH STEW
W. Clark, Limited, Montreal.
IRON BOARDS
Megantic Broom Mfg. Co., Lake Megantic, Que.
JAMS
Armour & Co., Hamilton.
Aylmer Pure Jam.
Lynn Valley Compound Jam
Red Seal Pure Fruit Jam—
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Pure Jam—
E. D. Smith & Son, Winona.
Curling Brand Jams—
St. Williams Fruit Preserves, Ltd., St. Williams, Ont.
Furnivall's Jam—
Furnivall-New, Limited, Hamilton.
Stuart Limited, Sarnia, Ont.
J. H. Wethey, Ltd., St. Catharines, Ont.
JELLIES
Aylmer Pure Jelly
Lynn Valley Compound Jelly—
Dominion Canners, Ltd., Hamilton, Ont.
Furnivall's Jelly—
Furnivall-New, Limited, Hamilton, Ont.
E. D. S. Pure Jelly—
E. D. Smith & Sons, Winona, Ont.
Stuart Limited, Sarnia, Ont.
JELLY POWDERS
B. O. Products Co., Quebec, Que.
Shiriff Jelly Powder—
Imperial Extract Co., Toronto.
White Star Jelly Powder—
Macdonald-Chapman, Ltd., Winnipeg.
Allies Jelly Powders—
Litster Pure Food Co., Toronto.
White Swan Spice & Cereals, Ltd., Toronto.
JERSEY GLOVES AND MITTS
American Pad & Textile Co., Chatham.
JUGS
Toronto Pottery Co., Ltd., Toronto.
KIPPERS
Niobe Brand Kippers—
D. Hatton Co., Montreal.
KETCHUP
H. J. Heinz Co., Leamington.
KNIFE POLISH
Oakey's Wellington Knife Polish—
John Oakey & Sons, Ltd., London, Eng.
KRAFT BAGS
The E. B. Eddy Co., Hull, Can.
KISSES
Charbonneau, Ltd., Montreal.
LARD
Armour & Co., Hamilton.
Wm. Davies & Co., Ltd., Toronto.
Gunns, Ltd., Toronto.
Harris Abattoir Co., Toronto.
Silverleaf Brand Pure Lard—
Swift Canadian Co., Toronto.
Star Brand Lard—
F. W. Fearman Co., Hamilton, Ont.
LARD (Kettle Rendered)
J. M. Schneider & Sons, Ltd., Kitchener.
LAUNDRY SODA
Swift's Laundry Soda—
Swift Canadian Company, Toronto.
LEAD PENCILS
Wm. Cane & Sons Co., Newmarket, Ont.
LEATHER GOODS
Knickerbocker Case Co., Chicago.
LEMON CIDER
Acme Vinegar Co., Winnipeg.
LEMONADE
Bowes Lemonade—
The Bowes Co., Ltd., Toronto.
LICORICE
National Licorice Co., Montreal.
LIQUID INSECTICIDE
Kennedy Mfg. Co., Montreal.
LIQUID VENEER, POLISH
Buffalo Specialty Co., Buffalo, N.Y., and Bridgeburg, Ont.
LIME JUICE
Holbrooks, Limited, Toronto.
White Star Lime Juice—
Macdonald-Chapman, Ltd., Winnipeg.
LOBSTERS
Primus Brand Lobsters—
L. Chaput Fils & Cie., Montreal.
D. Hatton Co., Montreal.
LUNCH BEEF
Clark's Ready Lunch Beef—
W. Clark, Limited, Montreal.
LUNCH TONGUE
Clark's Lunch Tongue—
W. Clark, Limited, Montreal.
LYE
Babbitt's Pure Lye—
B. T. Babbitt Co., New York.
MACARONI
Excelsior Macaroni—
Excelsior Macaroni Products Co., Winnipeg.
A. Puccini & Co., St. Catharines, Ont.
MALTED MILK
Borden's Malted Milk—
Borden Milk Co., Montreal.
MAPLE BUTTER
Charbonneau Ltd., Montreal.
MAPLE SUGAR
Canada Maple Exchange, Montreal.
Smalls Limited, Montreal.
MAPLE SYRUP
Bowes Pure Maple Syrup—
The Bowes Co., Ltd., Toronto.
Charbonneau, Ltd., Montreal.
Canada Maple Exchange, Montreal.
Smalls Limited, Montreal.
MAPLE CREAM BUTTER
Canada Maple Exchange Ltd., Montreal.
Charbonneau, Ltd., Montreal.
MARASCHINO CHERRIES
Shirriff Maraschino Cherries—
Imperial Extract Co., Toronto.
MARMALADE
Armour & Co., Hamilton.
Aylmer Pure Orange Marmalade—
Dominion Canners, Ltd., Hamilton, Ont.
E. D. S. Marmalade—
E. D. Smith & Son, Winona, Ont.
Furnivall's Marmalade—
Furnivall-New, Limited, Hamilton, Ont.
Shirriff's Orange Marmalade—
Imperial Extract Co., Toronto.
Curling Brand Marmalade—
St. Williams Fruit Preserves, Ltd., Fort Williams, Ont.
Wethey's Orange Marmalade
J. H. Wethey, Limited, St. Catharines, Ont.
MATCHES
Eddy's Matches (all kinds)—
The E. B. Eddy Co., Limited, Hull, Que.
MEAT MEAL
Armour & Co., Hamilton.
MEAT SKEWERS
The Wm. Cane & Sons Co., Newmarket, Ont.
METAL CAPS
Anchor Caps, for bottles.
Anchor Caps, for tins—
Anchor Cap & Closure Corp., Toronto.
METAL BOTTLE CAPSULES
Betts & Company, Limited, London, Eng.
METAL POLISH
Kennedy Mfg. Co., Montreal.
Glosso Metal Polish—
Hargreaves (Canada) Limited, Toronto.
Pyn-ka Polishing Tablets—
Hargreaves (Canada) Limited, Toronto.
MILK (Powdered)
Canadian Milk Products Co., Toronto.
MILK PRODUCTS
Borden Milk Products—
Borden Milk Co., Montreal
Canadian Milk Products Co., Toronto.
MINTEES, WINTEES, CINTEES (Confections)
O-Pee-Chee Gum Co., London, Ont.
MINCE MEAT
Bowes Mince Meat—
The Bowes Co., Limited, Toronto.
F. W. Fearman Co., Ltd., Hamilton.
Clark's Mince Meat (in glass)
Clark's Mince Meat (in pails)—
W. Clark, Limited, Montreal.
Canada Brand Mince Meat—
Swift Canadian Co., Ltd., Toronto.
E. B. Thompson, Toronto.
Wetheys Mince Meat—
J. H. Wethey, Limited, St. Catharines.
White Star Mince Meat—
Macdonald-Chapman, Ltd., Winnipeg.
MINT SAUCE
Horton-Cato Co., Windsor, Ont.
MOLASSES
Canada Maple Exchange, Ltd., Montreal.
Da Costa & Co., Barbados, B.W.I.
West India Co., Ltd., Montreal.
Leacock & Co., Barbados, B.W.I.
MOPS
T. S. Simms & Co., Fairville, St. John, N.B.
Cane's Mops—
The Wm. Cane Sons & Co., Newmarket, Ont
MOTOR LUNCHEON CASES
Knickerbocker Case Co., Chicago.
MUSHROOM CATSUP
E. W. Jeffress, Ltd., Walkerville.
MUSTARD
H. J. Heinz Co., Leamington.
Litster Pure Food Co., Toronto.
White Star Mustard—
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spices & Cereals, Ltd., Toronto
MUSTARD PICKLES (Sweet)
H. J. Heinz Co., Leamington.
Canada Maple Exchange, Ltd., Montreal.
NUTRI-OX BEEF EXTRACT
Nutri-Ox Beef Extract—
Wm. Davies Co., Ltd., Toronto.
OATMEAL
Chisholm Milling Co., Toronto.
O-CEDAR POLISH MOPS (round and triangular)
Dust Cloths, Dusters, Dusting Mops, Mop Handles. Polish—
Channel Chemical Co., Ltd., Toronto.
OLEOMARGARINE
Armour & Co., Chicago.
"Peerless Brand."
Wm. Davies & Co., Toronto.
Harris Abattoir Co., Toronto.
Swift Canadian Co., Ltd., Toronto.
OLIVES
H. J. Heinz Co., Leamington.
White Star Olives—
Macdonald-Chapman, Ltd., Winnipeg.
Swift Canadian Co., Ltd., Toronto.
OLIVE BUTTER
E. W. Jeffress, Ltd., Walkerville.

ORANGEADE
Bowes Orangeade—
The Bowes Co., Ltd., Toronto.

ORANGE CIDER
Acme Vinegar Co., Winnipeg.

OX TONGUE
W. Clark, Limited, Montreal.

OYSTERS
D. Hatton Co., Montreal.
White & Co., Toronto.

PADS FOR HORSES
American Pad & Textile Co., Chatham.

PAILS
Cane's Wooden Pails—
The Wm. Cane Sons & Co., Newmarket, Ont
Eddy's Fibreware Pails
The E. B. Eddy Co., Ltd., Hull, Que.
Keenan Woodenware Mfg. Co., Owen Sound, Ont.

PANCAKE FLOUR
B.O. Products Co., Quebec, Que.
White Swan Spice & Cereals, Ltd., Toronto.

PAPER
Paper of all kinds—
The E. B. Eddy Co., Ltd., Hull, Que.

PAPER BALERS
Climax Baler Co., Hamilton.
Megantic Broom Mfg. Co., Lake Megantic, Que.

PAPER BAGS
Eddy's Paper Bags (for all uses)—
The E. B. Eddy Co., Ltd., Hull, Que.

PASTE POWDER
Cannon Canadian Co., Toronto.

PATE
Clark's Ham and Veal Pate—
W. Clark, Limited, Montreal.

PATENT MEDICINES
J. L. Mathieu & Co., Sherbrooke, Que.

PEANUT BUTTER
Armour & Co., Hamilton.
Ansley-Hallberg-Lewis, Ltd., Winnipeg.
Bowes Peanut Butter—
The Bowes Co., Ltd., Toronto.
Clark's Peanut Butter—
W. Clark, Limited, Toronto.
H. J. Heinz Co., Leamington.
Dandee Peanut Butter—
Litster Pure Food Co., Toronto.
Swift Canadjan Co., Ltd., Toronto.

PEARL HOMINY
Chisholm Milling Co., Toronto.

PICKLES
Peerless Brand Pickles—
Wm. Davies Co., Ltd., Toronto.
H. J. Heinz Co., Leamington.
Queen Quality Pickles—
Taylor & Pringle, Owen Sound, Ont.
White Star Pickles—
Macdonald-Chapman, Ltd., Winnipeg.
Swift Canadian Co., Ltd., Toronto.

PICKLED MEATS
J. M. Schneider & Sons, Kitchener.

PIGS' FEET
Clark's Boneless Pig's Feet—
W. Clark, Limited, Montreal.

PLUM PUDDING
Clark's English Plum Pudding
W. Clark, Limited, Montreal.

POLISHES
Kennedy Mfg. Co., Montreal.
Buffalo Specialty Co., Buffalo, N.Y., and Bridgeburg, Ont.
Channell Chemical Co., Toronto.

POLISH MOPS
O-Cedar Polish Mop—
Channell Chemical Co., Toronto.

POPPING CORN
Krackley-Nut Pop Corn—
O-Pee-Chee Gum Co., London, Ont.

PORT WINE
Acme Vinegar Co., Winnipeg.

PORK PIES
Wm. Davies Co., Ltd., Toronto.

PORK AND BEANS
Clark's Pork and Beans—
W. Clark, Limited, Montreal.
Wm. Davies Co., Ltd., Toronto.
Gunn's, Ltd., West Toronto.
The Heinz Co., Leamington, Ont.
Simcoe Pork and Beans—
Dominion Canners, Ltd., Hamilton, Ont.

PORTFOLIOS
Knickerbocker Case Co., Chicago.

PORK CUTS
J. M. Schneider & Sons, Kitchener.
Swift's Pork Cuts—
Swift Canadian Company, Toronto.

POTATO FLOUR
Cannon Canadian Co., Toronto.

POTTERY
Toronto Pottery Co., Ltd., Toronto.

POTTED MEATS
Societe S. P. A., Montreal.
W. Clark, Limited, Montreal.

POWDER, INSECTICIDE
Kennedy Mfg. Co., Montreal.

PREPARED MUSTARD
H. J. Heinz Co., Leamington.

PRESERVES
E. D. S. Preserves
E. D. Smith & Son, Winona, Ont.

PRODUCE
Swift Canadian Company, Toronto.

PUDDINGS
Litster Pure Food Co., Toronto.

POULTRY
C. A. Mann & Co., London, Ont.
Swift's Fresh Poultry—
Swift Canadian Company, Toronto.

POULTRY FEEDS
Chisholm Milling Co., Ltd., Toronto.

POTS AND PANS, MENDERS
H. Nagle Co., Montreal.

RASPBERRY CIDER
Acme Vinegar Co., Winnipeg.

RASPBERRY VINEGAR
Marsh Grape Juice Co., Niagara Falls, Ont.
E. D. S. Raspberry Vinegar—
E. D. Smith & Son, Winona, Ont.

RED CEDAR CHESTS
Keenan Woodenware Mfg. Co., Owen Sound, Ont.

RED ROSE TEA
T. H. Estabrooks Co., Ltd., Toronto and St. John, N.B.

RELISHES
H. J. Heinz Co., Leamington, Ont.

RICE
Mikado Brand Rice—
Imperial Rice Mill Co., Vancouver, B.C.
Mount Royal Mill & Mfg. Co., Montreal.

RICE FLOUR
Mount Royal Mill & Mfg. Co., Montreal.

RICE PRODUCTS
Mount Royal Mill & Mfg. Co., Montreal.

ROLLED OATS
Chisholm Milling Co., Toronto.
Buckeye Rolled Oats
Monarch Rolled Oats
Victor Rolled Oats
Tillson's Oats
Quaker Oats—
Quaker Oats Co., Peterborough, Ont.

ROAST BEEF
W. Clark, Limited, Montreal.

SALAD DRESSING
Royal Salad Dressing
Royal Mayonnaise—
Horton-Cato Co., Windsor, Ont.
White Star Salad Dressing—
Macdonald-Chapman, Ltd., Winnipeg.

SALAD DRESSING POWDER
Litster Pure Food Co., Toronto.

SALT
Sifto Table Salt—
Century Table Salt—
Dominion Salt Co., Sarnia, Ont.
Regal Table Salt
Windsor Cheese Salt
Windsor Dairy Salt
Windsor Table Salt—
Canadian Salt Co., Windsor, Ont.
Purity Table Salt
Purity Free Running Salt
Purity Dairy and Cheese Salt
Purity Fine, Coarse and Rock Salt—
Western Salt Co., Ltd., Courtright.

SALT AND PICKLED FISH
D. Hatton Co., Montreal.

SAUCES
Sauce, Holbrooks
Holbrooks, Ltd., Toronto.
Queen Quality Chili Sauce—
Taylor & Pringle, Owen Sound, Ont.
H. P. Sauce—
W. G. Patrick Co., Ltd., Toronto.

SAUCES, TABASCO
Royal Tabasco Sauce—
Horton-Cato Co., Windsor, Ont.

SAUCES (Worcestershire)
Bowes Worcestershire Sauce—
The Bowes Co., Ltd., Toronto.
Holbrooks, Ltd., Toronto.

SARDINES
Connors Bros., Black's Harbor, N.B.
D. Hatton Co., Montreal.
Norcanners, Ltd., Stavanger, Norway.

SAUER KRAUT
Taylor & Pringle, Owen Sound, Ont.
Wm. Davies Co., Ltd., Toronto.
Gunn's, Ltd., Toronto.

SAUSAGES
Armour &Co., Hamilton.
Brookfield Brand Pork Sausages—
Sunday Breakfast Pork Sausages—
Swift Canadian Co., Toronto.
Clark's Geneva Sausage
Clark's Cambridge Sausage—
W. Clark, Limited, Montreal.
Star Brand Pork Sausage—
F. W. Fearman Co., Hamilton, Ont.
Country Pork Sausage—
Bologna Sausage
Ham Sausage
Summer Sausage—
J. M. Schneider & Son, Ltd., Kitchener.

SCREEN WINDOWS
Canadian Woodenware Co., St. Thomas.

SEWER PIPE
Toronto Pottery Co., Ltd., Toronto.

SHOE POLISHES
"2 in 1" Black, Tan; "2in 1" White Cake Dressing, White Liquid Dressing, White Ox Blood Polish
F. F. Dalley Co., Ltd., Hamilton.

SHOE POLISH
Nugget Shoe Polish—
Nugget Polish Co., Toronto.
Whittemore Bros. Corp., Boston, Mass.

SHORTENING
Armour & Co., Hamilton.
Peerless Shortening—
Wm. Davies Co., Ltd., Toronto.
Cotosuet Shortening
Jewel Compound Shortening -
Swift Canadian Co., Toronto.
Domestic Shortening—
Harris Abattoir Co., Toronto.
Easifirst Shortening—
Gunn's, Ltd., West Toronto.
Koto Creme Shortening
Ridora Shortening
I.X.L. Shortening
Jones Packing & Provision Co., Smith's Falls.

SLICED SMOKED BEEF
W. Clark, Limited, Montreal.

SMOKED FISH
D. Hatton Co., Montreal.

SMOKED MEATS
Armour & Co., Hamilton.
Swift Canadian Co., Toronto.

SNOW SHOVELS
J. E. Beauchamp & Co., Montreal.

SODA
Cow Brand—
Church & Dwight, Montreal.

SPAGHETTI
Excelsior Cream Spaghetti—
Excelsior Macaroni Products Co., Winnipeg.
A. Puccini Co., St. Catharines, Ont.

SOAPS
Armour & Co., Hamilton.
Guelph Soap Co., Guelph, Ont.
Cold Cream Toilet Soap
Matchless Bar Soap—
Keenleyside Oil Co., London, Ont.
Swift's Laundry Soap
Swift's Toilet Soap—
Swift Canadian Co., Toronto.

SOAPS, LIQUID
Matchless Liquid Soap
Shamrock Liquid Soap—
Keenleyside Oil Co., London, Ont.
Kennedy Mfg. Co., Montreal.

SOAP CHIPS
Crystal Soap Chips—
Guelph Soap Co., Guelph, Ont.
Matchless Soap Chips (in barrels and bags)
Keenleyside Oil Co., London, Ont.
Krinkly Soap Chips—
Jones Packing & Provision Co., Smith's Falls.

SOAP (Hand, in Tins)
Kennedy Mfg. Co., Montreal.

SOAP POWDERS
Babbitt's "1776" Soap Powder—
B. B. Babbitt Co., New York, N.Y.

SODA FOUNTAIN SUPPLIES
Bowes Fountain Fruits
Bowes Fountain Syrups
The Bowes Co., Toronto.
E. D. S. Crushed Fruits
E. D. S. Fountain Syrups—
E. D. Smith & Son, Winona, Ont.
Shirriff's Fountain Fruits
Shirriff's Fountain Syrups—
Imperial Extract Co., Toronto.

SOUPS
H. J. Heinz Co., Leamington, Ont.
W. Clark, Limited, Montreal.

SODA BISCUITS
Charbonneau, Ltd., Montreal.

SOUP, MACARONI
Excelsior Soup Stars
Excelsior Alphabets—
Excelsior Macaroni Products Co., Winnipeg.

SPAGHETTI, CANNED
W. Clark, Ltd., Montreal.
H. J. Heinz Co., Leamington, Ont.

SPICES
White Star Spices
Macdonald-Chapman, Ltd., Winnipeg.
Litster Pure Food Co., Toronto.
White Swan Spices & Cereals, Ltd., Toronto

SPIRIT VINEGAR
Acme Vinegar Co., Winnipeg.
Primus Brand Spirit Vinegar
L. Chaput Fils & Cie, Montreal.
White Star Spirit Vinegar
Macdonald-Chapman, Ltd., Winnipeg.

SPRING CLOTHES PINS
Megantic Broom Mfg. Co., Lake Megantic, Que.

STOVE POLISH

BLACK KNIGHT
F. F. Dalley Corp., Hamilton.
Gipsy Stove Polish—
Hargreaves (Canada), Limited, Toronto.

STANDARD REMEDIES
Chamberlain Medicine Co., Toronto.
Mathieu's Cough Syrup
Mathieu's Nervine Powder
J. L. Mathieu Co., Sherbrooke, Que.

STARCH, CORN AND LAUNDRY
The Canada Starch Co., Montreal.

STRAWBERRY CIDER
Acme Vinegar Co., Winnipeg.

STOMACH AND LIVER TABLETS
Chamberlain Medicine Co., Toronto.

STONEWARE
Toronto Pottery Co., Ltd., Toronto.

STOVE POLISH
Black Knight
F. F. Dalley Corporation, Ltd., Hamilton.

SWEEPING COMPOUND
Kennedy Mfg. Co., Montreal.

SUGAR
Royal Acadia Sugar
Acadia Sugar Refining Co., Halifax, N.S.

SUGAR, RAW
West India Co., Ltd., Montreal.

SWEET NUT BUTTER
Canada Maple Exchange, Ltd., Montreal.

SYRUPS (Sugar)
Canada Maple Exchange, Ltd., Montreal.

SYRUP FRUITS
Aylmer Syrup Fruits -
Dominion Canners, Ltd., Hamilton, Ont.

SYRUP, TABLE
Canada Maple Exchange, Ltd., Montreal.
Charbonneau, Ltd., Montreal.

SWEAT PADS
American Pad & Textile Co., Chatham.

TAPIOCA FLOUR
Cannon Canadian Co., Toronto.

TARTARINE
Litster Pure Food Co., Toronto.

TEA LEAD
Betts & Co., Ltd., London, Eng.

TEA
Japan Tea
Shiznoka Ken Tea Guild, Montreal.
Primus Brand Tea
L. Chaput, Fils & Cie., Montreal.
H. P. Eckardt & Co., Toronto.
Red Rose Tea
T. H. Estabrooks Co., Toronto.
Hudon Hebert & Cie., Montreal.
Thistle Brand Tea
Boquet Brand Tea
Kearney Bros., Montreal.

THERMOS BOTTLE CASES
Knickerbocker Case Co., Chicago.

TISSUE PAPER
The E. B. Eddy Co., Hull, Canada.

TOBACCO, CHEWING, PLUG
King George's Navy Chewing Plug Tobacco
Bat Chewing Plug Tobacco
Baby Bat Chewing Plug Tobacco
Royal Crown Chewing Plug Tobacco
Long Tom Chewing Plug Tobacco
Maple Sugar Chewing Plug Tobacco
Rock City Tobacco Co., Quebec, Que.
Stag Plug Chewing Plug Tobacco
Black Watch Plug Chewing Tobacco--
Imperial Tobacco Co., Montreal.

TOBACCO, CUT SMOKING
Master Mason Cut Smoking Tobacco
My Pal Cut Smoking Tobacco
Ottoman Cut Smoking Tobacco
Rose Quesnel Cut Smoking Tobacco
Long Tom Cut Smoking Tobacco
Bon Bourgeois Cut Smoking Tobacco
Petit Rouge Cut Smoking Tobacco
Rock City Tobacco Co., Quebec, Que.

TOBACCO, SMOKING, PLUG
Master Mason Smoking Plug Tobacco
American Navy Smoking Plug Tobacco
M. F. Smoking Plug Tobacco
Polo Smoking Plug Tobacco
Vidginia Smoking Plug Tobacco
Clay Pipe Smoking Plug Tobacco
B. B. Smoking Plug Tobacco—
Rock City Tobacco Co., Quebec, Que.
Shamrock Plug Smoking Tobacco
Old Virginia Plug Smoking Tobacco
Forest & Stream Cut Smoking Tobacco
Great West Cut Smoking Tobacco
Old Chum Cut Smoking Tobacco
Meerschaum Cut Smoking Tobacco
Repeater Cut Smoking Tobacco
Rex Cut Smoking Tobacco
Bull Durham Granulated Smoking Tobacco
Capstan Navy Cut Smoking Tobacco
Three Castles Cut Smoking Tobacco
Player's Navy Cut Smoking Tobacco
Imperial Tobacco Co., Montreal

TOILET PAPERS
Eddy's Toilet Paper—
The E. B. Eddy Co., Hull, Canada.

TOOTHPICKS
Keenan Woodenware Mfg. Co., Owen Sound

TOMATO KETCHUP
W. Clark, Limited, Montreal.
H. J. Heinz Co., Leamington.

TOMATO CHUTNEY
Queen Quality Tomato Chutney
Taylor & Pringle, Owen Sound, Ont.

TOMATO SOUP
H. J. Heinz Co., Leamington.

TOMATO PASTE
E. W. Jeffress, Ltd., Walkerville.

TUBS
Cane's Wooden Wash Tubs—
Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Tubs
The E. B. Eddy Co., Hull, Canada.
Keenan Woodenware Mfg. Co., Owen Sound, Ont.

TWINES
Walter Woods & Co., Hamilton.

UNIVERSAL SAUCE
Taylor & Pringle, Owen Sound, Ont.

VEAL LOAF
W. Clark, Limited, Montreal.

VERMICELLI
A. Puccini Co., St. Catharines, Ont.
Excelsior Cream Vermicelli
Excelsior Macaroni Products Co., Winnipeg.

VINEGARS
Holbrooks, Ltd., Toronto.
Pure Spirit
Pure Malt
Extra Spice Pickling
Raspberry—
Acme Vinegar Co., Winnipeg.
H. J. Heinz Co., Leamington, Ont.
Taylor & Pringle Co., Ltd., Owen Sound.

VINEGAR MEASURES
Water Woods & Co., Hamilton.

VICHY WATER
B.O. Products Co., Quebec, Que.

VI-COCOA
Watford Mfg. Co., Watford, Eng.

WASHING MACHINES
The Easy Washer—
Canadian Woodenware Co., St. Thomas.

WASHING POWDER
Gold Dust Washing Powder -
The N. K. Fairbanks Co., Ltd., Montreal.

WASHING TABLETS ("Vignol")
H. Nagle Co., Montreal.

WASHBOARDS
Canuck Glass Washboards
Supreme Solid Globe Zinc Washboards
Competitor Globe Metal Washboards
The Washday Surprise Washboards
Economy Washooards
Toy Washboards—
Canadian Woodenware Co., St. Thomas.
Cane's Original Solid Globe Washboard
Cane's Crown Washboard
Cane's Diamond King Washboard
Cane's Improved Globe Washboard
Cane's Neptune Washboard
Cane's Western King Washboard
Cane's All-Canadian Washboard—
Wm. Cane & Sons Co., Newmarket, Ont.
Eddy's Fibreware Washboards
Eddy's Zinc Washboards
The E. B. Eddy Co., Hull, Canada.
Megantic Broom Mfg. Co., Lake Megantic, Que.
Walter Woods & Co., Hamilton.

WHEAT KERNELS
White Swan Spices & Cereals Ltd., Toronto.

WHEAT FLAKES
White Swan Spices & Cereals Ltd., Toronto.

WHITE CORN FLOUR
Chisholm Milling Co., Ltd., Toronto.

WHISKS
T. S. Simms & Co., Fairville, St. John, N. B.

WHOLE WHEAT FLOUR
Chisholm Milling Co., Ltd., Toronto

WHEAT FOOD (Ralston)
Chisholm Milling Co., Ltd., Toronto.

WINES, NON-ALCOHOLIC
Red Seal Non-Alcoholic Wine—
Imperial Extract Co., Toronto.

WINES (Unfermented)
Marsh Grape Juice Co., Niagara Falls.

WORCESTERSHIRE SAUCE
H. J. Heinz Co., Leamington .
Bowes Co., Ltd., Toronto.
Taylor & Pringle Co., Ltd., Owen Sound.

WOOD BOARDS
Eddy's Box, Ticket and other Woodboards—
The E. B. Eddy Co., Hull, Canada.

WRAPPING PAPER
The E. B. Eddy Co., Hull, Canada.
Walter Woods & Co., Hamilton.

YEAST CAKES
White Star Yeast Cakes
Macdonald-Chapman, Ltd., Winnipeg.
White Swan Spice & Cereals, Ltd., Toronto.

ZANZIBAR TODDY
Acme Vinegar Co., Winnipeg.



Can He Hear You?

The party to whom you are talking will not hear you distinctly if you speak away from the telephone into space.

The better way, to avoid indistinct hearing, is to *face the telephone and speak directly into the mouthpiece.*

The Bell Telephone Co. of Canada

"Good Service . . . our true intent."

THE BELL TELEPHONE COMPANY OF CANADA — LONG DISTANCE TELEPHONE



Keep Them to The Front

Only the best is worthy a place on the front line. Sterling quality and many years' reputation have given pride of place



KKOVAH CUSTARD ↙ to ↘ **KKOVAH Health SALTS**

Push them—if only for the one reason—**it pays.**

SOLE AGENTS FOR CANADA

MACLURE & LANGLEY LIMITED

WINNIPEG TORONTO MONTREAL

Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.





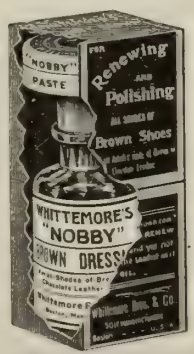
And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of PEERLESS OXBLOOD PASTE.



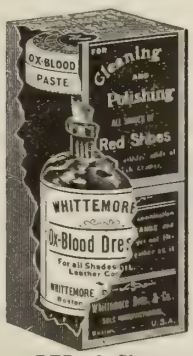
RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.

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Success and Your Associates

ALWAYS associate with men who are earning more money than you are. Such is the advice given by a man whose name is known the world over for his own success and the business which he created. It is good advice of a certainty, but we are not urging that it is the best advice. At the same time it is wise to associate with better or bigger men than you are yourself, because you are likely to be lifted up to their levels.

Most of us would probably like to be the intimates of J. P. Morgan, or of John D, or of Charlie Schwab, or Canny Andrew. If we had a speaking acquaintance with John Wanamaker, or Lord Beaverbrook, or Lord Shaughnessy, and with other distinguished and successful men, we would take comfort from the fact.

And most of us would feel rather small and uncomfortable if we were placed beside President Woodrow Wilson at a dinner table, or beside Sir Robert Borden, Sir Herbert Holt or Sir Wm. Mackenzie. And the reason would probably be that we know so little of the knowledge that really counts. If these successful business men engaged us in conversation we would probably find ourselves knowing very little about the things that matter.

This will illustrate the point:

Here's a true story. A Toronto manufacturer found himself on a train going to Albany in company with a number of distinguished Americans about to attend the inaugural ceremonies of a State Governor. A washout led to a delay, and the Canadian was thrown into close association with senators and congressmen and prominent lawyers. They bantered the little Canadian about Canada. He had the pluck of a bigger man. He had been a constant reader of THE FINANCIAL POST, and had absorbed many facts about Canada. He surprised his American traveling companions with his positive, well-informed and wide knowledge of Canada. When the company reached Albany, the Canadian was persuaded to attend the ceremonies, and was introduced as the man who knew all about Canada. The Governor was interested in Canada, and said so, and the little Canadian found himself telling the story of Canada very ardently to a very attentive listener, much to the amusement of his friends who introduced him.

This man made a hit on that journey, and many friends. One of the company gave him a stock market tip worth a fortune.

The point of this story is: You, as a Canadian, can make yourself informed very fully and intelligently if you become a regular reader of THE FINANCIAL POST. You can make yourself a worthy companion and intimate of presidents and magnates. The world likes to listen to men who know something well, and who can talk interestingly and informingly on the subject of their study.

You can become worth listening to if you know your Canada well. And you can get the kind and amount of knowledge concerning Canada which will make you interesting to others if you will read THE FINANCIAL POST regularly each week.

IF you read THE FINANCIAL POST REGULARLY you will find yourself keeping company with the highest paid staff of editors engaged on any publication in Canada—trained men who know how to make others know what they know and learn.

You will find yourself living in a most interesting world—the great, throbbing world of business. You will have your thoughts tremendously stimulated and helpfully directed. You will find yourself becoming a fit table companion for big men — this because you will have knowledge of a quality that will keep you from shame.

What is it that keeps you and THE POST separated? It cannot be its subscription price of $3. Probably it is because you are not very well acquainted with this paper.

We are going to put it to you this way: If you have the desire to be worthy of association with big men, then prepare yourself for such association by reading THE POST, and to make acquaintance easy, we provide the coupon below. It offers you THE POST for four months for a dollar bill.

The MacLean Publishing Company, Limited,

143-153 University Avenue, Toronto.

Send $\frac{\text{me}}{\text{us}}$ THE FINANCIAL POST for four months for One Dollar. Money $\frac{\text{enclosed}}{\text{to be remitted}}$

(Signed)

.....

C.G. .....

Why let the Man Famine affect your Business?

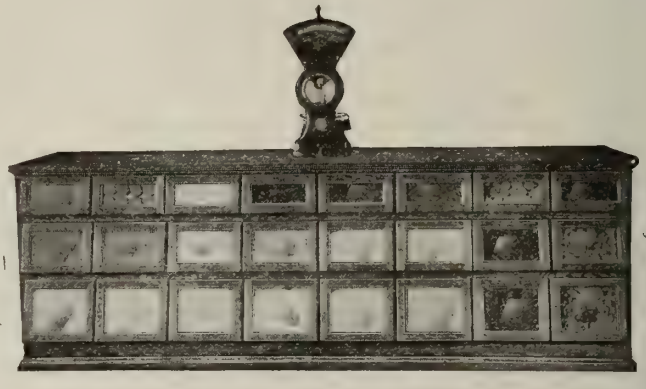
Perhaps you have hitherto regarded this question of labor-saving efficiency making equipment as a matter of minor importance.

But good, sound business sense must now urge you to consider it as a means of meeting the growing labor scarcity.

The equipment illustrated here is essential to every well-managed store. It saves the dealer time and labor—and fuss—and worry—and makes the service of the store more acceptable from every viewpoint.

The man famine that Canada faces now is likely to grow more acute. Things point that way. Wise grocers will prepare for such a contingency by discarding the shelves and the useless lumber that has handicapped business expansion all too long.

Take the first step. Write to-day for all particulars regarding the money-saving, money-making Walker Bin equipment.



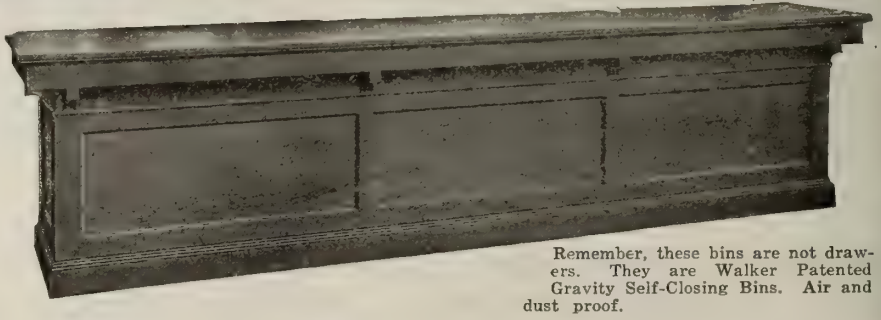
No. 3 UNIVERSAL

Three rows of bevel displays in line of vision. The glass in top row 4″ x 10″; middle row 6″ x 10″; lower 8″ x 10″, giving assorted displays of small capacity, affording a maximum display with minimum stock.



REAR OF COUNTER

Shows three capacity bins. Lower row about 56-quart capacity. Upper row about 52-quart capacity, with removable division in centre. Small centre bins 10-quart capacity, with removable division. Made in stock lengths 9 ft., 12 ft. 4″, 15 ft. 8″ (9-ft. length shown). By adding one bin to row on either side of centre unit gives additional 3 ft. 4″ counter length.



Remember, these bins are not drawers. They are Walker Patented Gravity Self-Closing Bins. Air and dust proof.

The Walker Bin and Store Fixture Company

Limited

Kitchener :-: Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

You can serve your customers better with 25% less labor

One man out of every four!

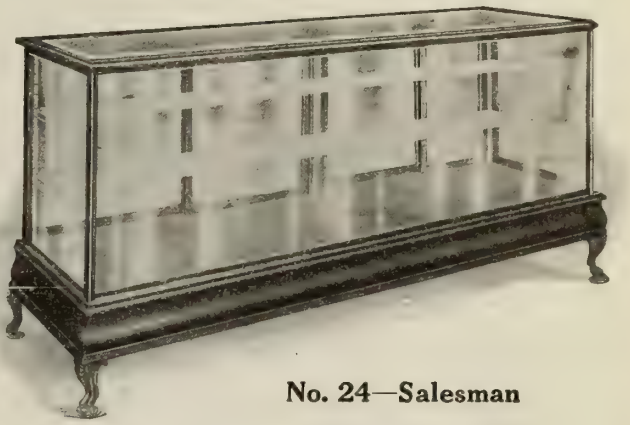
Modern time and labor saving equipment makes this possible.

Get out of the rut. Meet the help scarcity problem fair and square by equipping your store with Walker Bin Fixtures.

The shelving and counters of 50 or 100 years ago are a bigger drag on your progress to-day than ever before. You've got to face the facts. Efficiency is what counts nowadays and up-to-the-minute equipment is an absolute necessity if you'd build your business against every handicap.

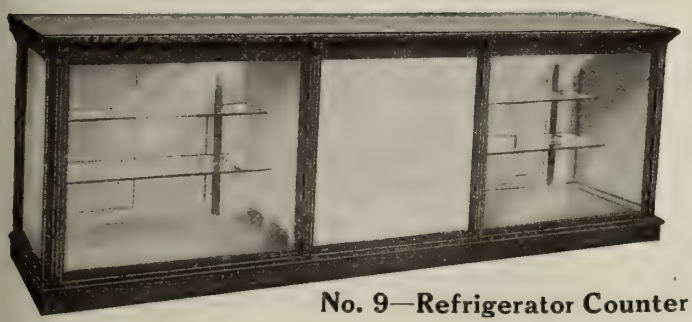
You need Walker Bin equipment badly and you need it now. We'll gladly supply you with catalog, sketches of suitable fixtures and assist you in every possible way.

Just drop us a card with floor plan and measurements of your store.



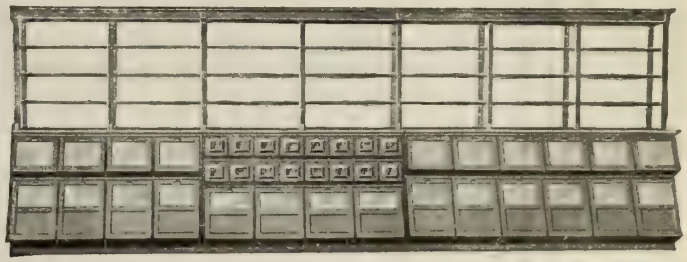
No. 24—Salesman

Quartered Oak or Mahogany finish in stock, 4′, 6′ and 8′ long. High grade, medium price.



No. 9—Refrigerator Counter

Best medium-priced Counter made in Canada. 9′ and 11′ lengths. Glass display or marble top.



Combination X Sectional Wall Case

with varied size Patent Bins. All sections interchangeable, can be changed in length, moved about or taken down by any man or his clerks. Cost no more than display front counters, and while bins have same capacity as counter, you have shelving above gratis for canned, bottled and package goods. Making in large lots reduces the price in comparison with counters.

The Walker Bin and Store Fixture Company

Limited

Kitchener :-: Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

MacLean's Magazine For MAY

Canada at the Peace Conference

THE British Empire will have a representative or representatives at the Peace Conference. The question is—Who? Who will be Canada's choice? Will Canada have any part in that conference of momentous import? H. G. Wells, one of the greatest writers of the age, has written on the subject of who is to represent the Empire at the Peace Conference. He has written this article for MACLEAN'S MAGAZINE and it appears in the May issue. (Mr. Wells parcelled this manuscript and addressed it himself, for MACLEAN'S MAGAZINE.)

How Does a Retreating Army Behave?

GEORGE EUSTACE PEARSON tells how in the May MACLEAN'S. Mr. Pearson is a Princess Pat man, and was gassed at St. Julien. He is now lecturing for the American Government in Texas and elsewhere. He is a Toronto man, and his war stories are of sensational interest. The **Saturday Evening Post** has published two of his stories, and other American magazines will. Mr. Pearson is well known to readers of MACLEAN'S MAGAZINE, and this wonderful contribution to the May MACLEAN'S will be read with intensest interest. Mr. Pearson is a wonderful delineator of war.

Robert W. Service in the May Number

Service is perhaps Canada's best known poet. He is at the front, and ever since going there two years ago his verse has been appearing in MACLEAN'S MAGAZINE—a fine compliment to Canada and MACLEAN'S. In the May number he has a stirring ballad—"The Twa Jocks"—great stuff!

Stephen Leacock is There, Too

Mr. Leacock likes MACLEAN'S. He is loyal to Canada. He gives to the Canadian people the children of his fancy—and he makes this gift through MACLEAN'S MAGAZINE. "May-time in Mariposa" is his contribution to the May MACLEAN'S. Lou Skuce illustrates it.

A. C. Allenson has a Story

MR. ALLENSON is another Canadian whom the editors of American magazines appreciate, and show their appreciation by buying his stories. Mr. Allenson remains loyal to MACLEAN'S which has been his cradle, as it were. We rejoice to be able to say that we shall have many stories from this Canadian short-story writer. His story in the May MACLEAN'S is "Drop Behind and Lose Two"—amusing and tender. W. B. King, a Saturday Evening Post illustrator, has made the drawings that accompany Mr. Allenson's story.

The Departments Everybody Likes

MACLEAN'S MAGAZINE is liked by many because it has an admirable **Review of Reviews Department.** This department condenses for busyreaders the best things appearing in the leading magazines and reviews of Great Britain and the United States. * * * **Women and Their Work** is a department that satisfies women. Women are bearing so many of the world's burdens nowadays that their fields of endeavor and interest deserve the recognition which they receive in MACLEAN'S. * * * **The Business Outlook, The Investment Situation** and **The Nation's Business** are departments valued by the business man.

(Circulation of MACLEAN'S is now 60,000—10,000 more than it was six months ago.)

At All News Dealers : : 20c.

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE—BEST PAYING BUSINESS west of Edmonton. On G.T.R. R.R. Sawmill town. $35,000 monthly pay roll. Stock in trade, $16,000. Store, house and lot, $6,000, turnover, $48,000, netted last year $6,500, paying net 13½% on turnover, 22½% on investment. Sell cash only. Owner has other interests requiring attention. Apply Box 300, Canadian Grocer.

GENERAL STORE — STAPLE STOCK — BEST country store in Ontario; good clean stock; six miles from opposition; if interested act quick for particulars. Box 297 CANADIAN GROCER.

WANTED

WANTED—TO BUY A SECOND HAND account register, size from 300 to 500 accounts. International Creamery Co., Limited, South River Station, N.S.

WANTED — A LINE FOR THE MARITIME Provinces by an experienced travelling salesman. Best of references. Apply to Box 298, Canadian Grocer.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange, Box 297, Canadian Grocer, Montreal, P.Q.

WANTED — CASH REGISTER. MUST BE total adder. Give full particulars. Apply to Box 301, Canadian Grocer.

AGENTS WANTED

TRAVELLERS — GOOD SIDE LINE, SOLICIT from merchants accounts for us to collect. Reliable agency. Nagle Mercantile Agency, Westmount, Que.

SITUATIONS WANTED

GROCERY CLERK, TWELVE YEARS' EXperience, desires position in wholesale grocery where advancements are good. Saskatchewan or Alberta preferred. A1 references. Apply to Box 299, Canadian Grocer.

A RETURNED SOLDIER, THOROUGHLY EXperienced retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

FIXTURES FOR SALE

FIXTURES, CONSISTING OF MARBLE SLAB counter, shelving, Christie biscuit stand, Cole electric coffee grinder, large Eureka refrigerator. Also Ford truck with covered top, which has only had a few months use. First-class condition. Apply Metcalf Candy Co., Limited, Kitchener, Ont.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

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Tasty and delicious and certain to satisfy

When a customer asks you for a sea food of quality you can confidently recommend any or all of the well known BRUNSWICK BRAND lines.

Because these delicious products of Old Atlantic are just as high class and just as customer-pleasing as scientific effort, intelligently directed, can make them.

All good dealers should profit by the food conservation campaign, which is creating an increased demand for fish. With BRUNSWICK BRAND on your shelves and in your displays you can count on bigger sales.

For BRUNSWICK BRAND quality makes "repeats" certain. Order from this list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

CONNORS BROS., Black's Harbor, N.B.

:: CLARK'S ::



CANADIAN BOILED DINNER

A perfectly balanced and full meal.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, MAY 3rd, 1918 No. 18

She appreciates Borden convenience

This convenience is one of the salient features of Borden's Reindeer Coffee and Reindeer Cocoa (with milk and sugar).

Instantly preparable by the mere addition of boiling water. And delicious enough to satisfy the most critical taste.

Remind your customers of Borden convenience and utility. You'll find the demand particularly strong during the Summer months. Campers, Cottagers, Picnickers and all manner of outing folk are particularly good prospects for the dealer well stocked with the Borden Products.

You know the six quality lines—**Eagle Brand Condensed Milk, Borden's (St. Charles) Evaporated Milk, Borden's Reindeer Condensed Milk, Borden's Reindeer Coffee, and Borden's Reindeer Cocoa.**

BORDEN MILK CO., LIMITED

Leaders of Quality

MONTREAL

Branch Office: No. 2 Arcade Building, Vancouver





Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

KING GEORGE'S NAVY

CHEWING TOBACCO

Is Always a Dependable Repeater

First sales of King George's Navy are always the beginning of regular "repeats." The quality of this delicious chew, coupled with the aggressive consumer advertising consistently maintained keeps the dealer's stock moving rapidly.

Ask your wholesaler to ship you.



Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

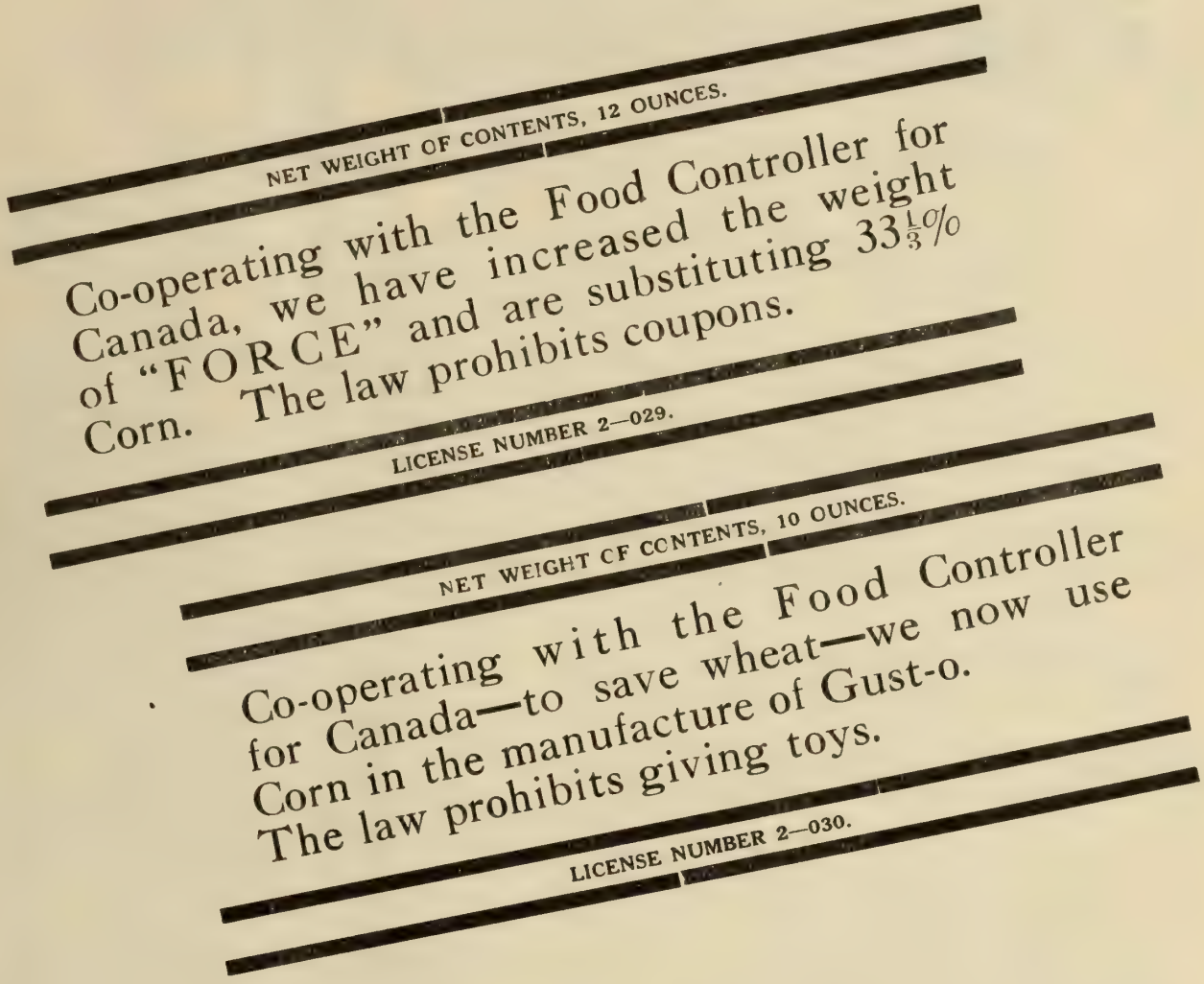
in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

The H-O Company has arranged to promptly co-operate with the Food Controller for Canada.



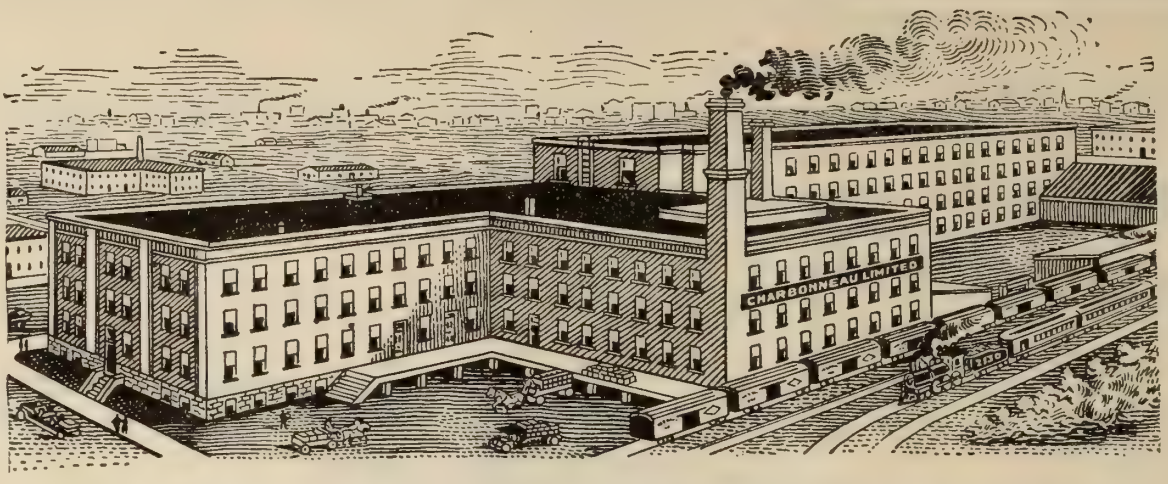
These labels will be used on our products and dealers throughout the Dominion can freely recommend and sell

"FORCE" and Gust-o

knowing that they comply with the law in every way.

The H-O Company, Hamilton, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



IMPERIAL TABLE SYRUP

Another Charbonneau product and one that always repeats. Recommend it to your customers. Particular people prefer it. Write our distributors or to us direct but do it to-day.

CHARBONNEAU, LIMITED

MANUFACTURERS OF BISCUITS AND CONFECTIONERY, SYRUP REFINERS
MONTREAL

Distributors: Robt. Gillespie Co., Winnipeg and Vancouver. C. Morris & Co., C.P.R. Building, Toronto
Boivin & Grenier, Quebec City.

WETHEY'S MINCE MEATS

WHETHER IN

Bulk or Cartons

ARE THE

Best Values on the Market

Order from your jobber



Your Customers

appreciate economical and sanitary stoneware packages. You cannot offer more attractive or more salable lines than those we manufacture.

A display in your store, a little suggestion—and the sale is made, giving you a good, wide profit margin.

Write to-day for complete list and price particulars.

The Toronto Pottery Co.

LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

A GOOD LINE

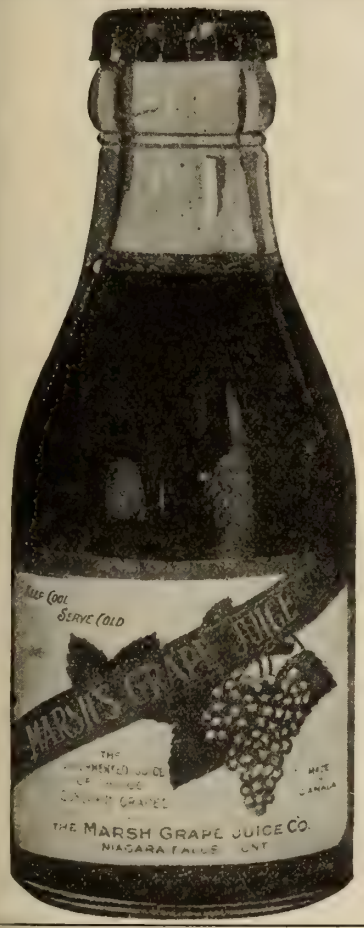
There is a "want more" fascination in H. P. Sauce that is crowding the grocery stores, and H. P. is replacing the oldest ones on the best tables.

Brisk sales—liberal profit—in

H.P. SAUCE



W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



Try it

You like to sell a line that moves quickly and profits you well.

Marsh's Grape Juice is a rapid seller and a profit-maker.

Ask us to send you a 5-case lot. Freight prepaid.

The Marsh Grape Juice Company
Niagara Falls, Ontario

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.

A little investment that will lead to big profits!

To put a box of Cobban's Herb Tablets on your counter is a matter of a very small investment, but it may open the way to a new and large source of profit.

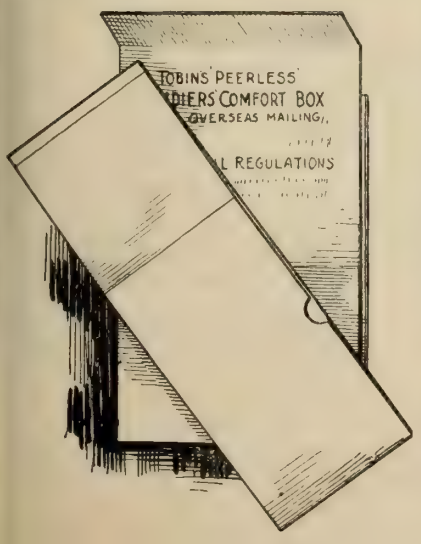
COBBAN'S HERB TABLETS

are being well advertised and meet with ready sale. They are a new and better form of the old reliable herbal remedy in the shape of tablets. They do what is claimed for them, consequently are good "REPEATERS." Will please your trade. Packed in counter display boxes of one dozen cartons. Sold retail at 25 cents a box of 50 tablets, and every box guaranteed. Your profit is liberal. Write for our dealer proposition and get some of the business.



Muncey Supply Co.
Muncey, Ont.

Maclure & Langley, Toronto, Distributors for Ontario.
Watson & Truesdale, 120 Lombard St., Winnipeg, Distributors for Canadian North-West.
Robert Gillespie Co., Vancouver, Distributors for British Columbia and Alberta.



HIGH-GRADE SPECIALS IN OVERSEAS TRADE

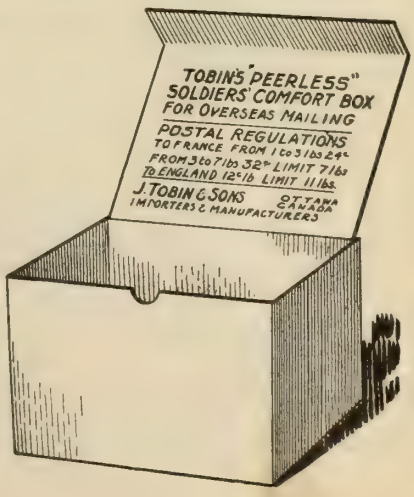
Tobin's "Peerless" Overseas Mailing Boxes, etc., etc.

FRIENDS and RELATIVES know these boxes so well that they buy them in thousands every day. They have stood the test so many times, and brought back scores of souvenirs of the battlefield, that they have become a by-word of excellence, and nothing else will do.

They are the best mailing boxes on the market. They are "TOUGH AS LEATHER — LIGHT AS A FEATHER." Strongly recommended by our postal authorities, because they are so easily packed and examined if necessary. AND —the boys get these boxes. 2 sizes, France and ENGLAND.

Are you getting any of this trade, Mr. Merchant. If not, GET BUSY and write J. TOBIN & SONS, OTTAWA, ONT. They are keenly alive to your wants or enquiries, whether by mail, phone or wire. Circular for the asking, with other trench specialties.

J. TOBIN & SONS, Ottawa, Ont.



ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

Woodside Refinery not destroyed

It has been reported from outside places that our refinery was destroyed by the great explosion on December 6th. This is not so; our new Refinery at Woodside escaped without injury.

Owing to transportation difficulties, many customers have been unable to get their regular supplies of Royal Acadia Sugar; however, supplies are now coming forward in larger quantities, and we trust that our customers will be able to get their usual supply of Royal Acadia Sugar—Highest Quality.

The Acadia Sugar Refining Co.

Limited

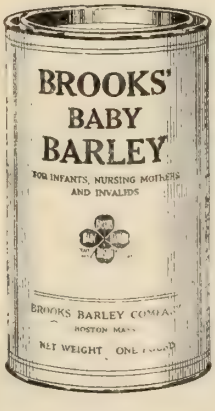
HALIFAX, CANADA

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

THREE SIZES.

½ lb., per doz.	-	$ 2.30
1 " " "	-	3.80
3½ " " "	-	11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited

TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.



The repeat selling that characterizes Wonderful Soap should warrant it a place in every Grocer's displays. Wonderful Soap always satisfies and there's a neat margin on every sale.

A Leader, "Crystal Soap Chips."

Guelph Soap Co.

Guelph, Ont.

In the face of the present stringent food regulations and the request to conserve certain foods for our allies, the choice of a meal is not always an easy matter.



If you advise your customer to keep a supply of



CLARK'S PORK AND BEANS

the difficulty is solved. They are Always Ready. Always Welcome.

The Beans are the finest quality, the Sauce is delicious and the Cooking is perfect.

THEY ARE BUSINESS GETTERS FOR YOU

W. CLARK LTD. MONTREAL

Clark's

If any advertisement interests you, tear it out now and place with letters to be answered.

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was "Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding The POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are "cashing in" on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle—What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does the FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues—Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
143-153 University Avenue, Toronto.

Send me THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have addressed to

.....

C G. .....

McCormick's JERSEY CREAM Sodas

Quality Sells Quantity

McCormick's Jersey Cream Sodas have broken all records in Biscuit popularity, and the demand is steadily increasing. This widely-advertised, trade-marked staple is one of the most profitable lines you could carry.

McCormick's Jersey Cream Sodas contain more actual food value than white, brown, graham, whole wheat or rye bread. Mention this fact to your customers, and it will lead to more sales—and profits for you.



The McCormick Manufacturing Co., Limited

General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Winnipeg, Calgary, Port Arthur and St. John, N.B.

Makers also of McCormick's Fancy Biscuits.



MADE IN CANADA

Taylor & Pringle Co.
Limited
OWEN SOUND, ONTARIO

MANUFACTURERS OF

Pickles, Catsup, Sauces, Vinegar, Cider, etc. Queen Quality Pickles, Universal Fruit Sauce, Paragon Pickles, Catsup Relish.

Taylor & Pringle's Products are Good Products

CANADIAN DISTRIBUTORS:—The MacLaren Imperial Cheese Co. Ltd., Ontario, Quebec and the Maritime Provinces. Maclure & Langley Ltd., Western Provinces. Ed. Cutmore, Brantford. Fearman Bros., Hamilton.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

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Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

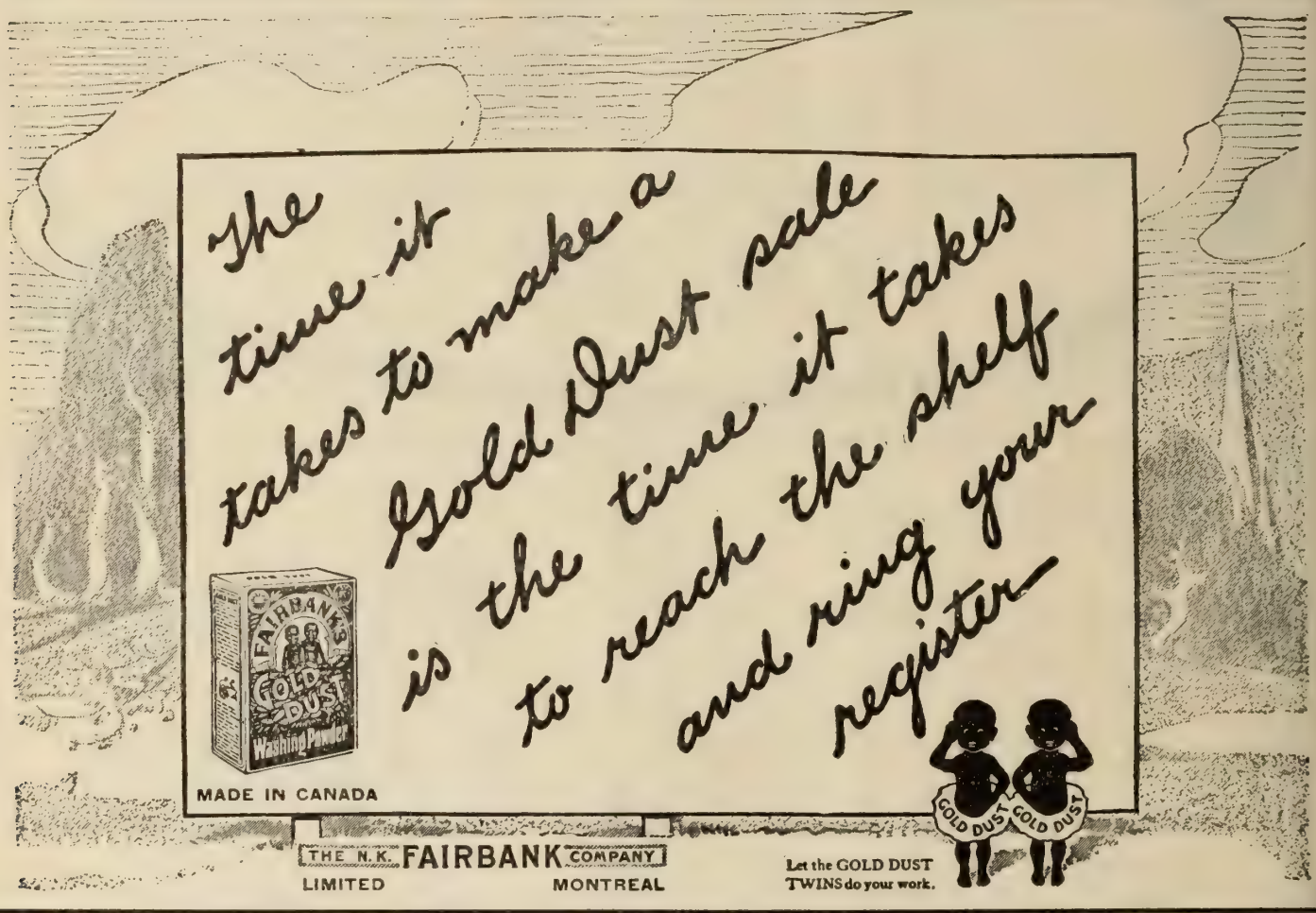
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Bristol, Somerville & Co.

(Formerly Geo. E. Bristol & Co.) **Hamilton**

Due to the embargo on Broom Corn it is quite hard to keep stocked up on brooms. We have a good selection. See our travellers.

Bristol, Somerville & Co.



Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. Montreal—Geo. Hodge & Sons, Limited. St. John, N.B.—MacLaren Imperial Cheese Co. Halifax, N.S.—MacLaren Imperial Cheese Co. Sydney, N.S.—A. E. Sheppard. Hamilton—R. M. Griffin. Calgary, Alta.—MacLaren Imperial Cheese Co., Ltd. Edmonton, Alta. —MacLaren Imperial Cheese Co., Ltd. Saskatoon—The H. L. Perry Co., Ltd. Manitoba—The H. L. Perry Co., Ltd., Winnipeg.

Know when you sell Furnivall's Jams that their quality is as good as selected fruits and experienced manufacturing methods can make them. Dealers selling the Furnivall Lines will tell you how very excellent they are, how they satisfy particular customers. They're good profit-makers, too.

FURNIVALL NEW, LIMITED
Hamilton - Canada

THIS IS THE WAY WE HELP GROCERS

In all Sun-Maid magazine advertising we tell women how to improve plain foods with Sun-Maid Raisins. We tell them to buy the raisins at grocery stores. We tell this to millions every month. So it pays to keep Sun-Maid Raisins on display.

SUN-MAID RAISINS



Three varieties: Sun-Maid Seeded (seeds removed). Sun-Maid Seedless (grown without seeds). Sun-Maid Clusters (on the stem).

California Associated Raisin Co.
Membership, 8,000 Growers
Fresno, California

Quick money-making sales



Your customers will quickly perceive the unusually attractive value in every tin of Babbitt's Cleanser.

Babbitt's is a money-maker—a big customer pleaser and a sure repeater.

Premiums for Trade Marks.

Wm. H. Dunn Limited, Montreal

General Representatives for Canada

DUNN-HORTOP, LIMITED, TORONTO, SPECIAL AGENTS



A True Canadian Salt

—and true to the trade—because it puts every dealer on the same plane.

Windsor Salt is sold only through wholesalers and jobbers—and all retailers pay the same prices. There are no special discounts or secret rebates.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

FRED COWARD

402 SPADINA AVENUE, TORONTO.
Phone College 3506

"Lightning" Coffee Essence, in 8-oz. square stoppered bottles. Packed in 3-dozen shipping cartons.
Price, $2.65 per dozen

Special Grain **Ground Rice,** Standard Brand. 10-oz. net weight cartons.
License No. 2-063. Price, $1.10 per doz.

Horse Radish Mustard. 10c fancy glass jar, screw top. Packed 3 dozen shipping cartons. Price, 90c dozen

John Bull **Thick Sauce,** in 8-oz. square stoppered bottles. Packed in 3 dozen shipping cartons. Price, $1.85 dozen

Worcester Sauce, in 6-oz. round stoppered bottles. Packed in 4 dozen cartons. Price, $1.40 per dozen

Freight paid on one gross upwards in Ontario.

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The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE **DISTRIBUTING** **FORWARDING**

When answering Advertisements please mention Canadian Grocer

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Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.



Make this house your Western Headquarters

This is the home of the Scott-Bathgate Company—an organization equipped with every facility for getting you the kind of results in the Western Markets that you are seeking.
We cover the entire Western Wholesale and Retail field. Nine of our men do retail work exclusively.
If quick, sure returns interest you, write now for full particulars to

SCOTT-BATHGATE CO., LTD.

149 Notre Dame Ave. E., WINNIPEG

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WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MANFS. AGENTS,
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

THE "WANT" AD.
The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents.
Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents
and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

This Space is Yours For $2.50 On Yearly Order

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

TO

Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties,
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G.B.MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

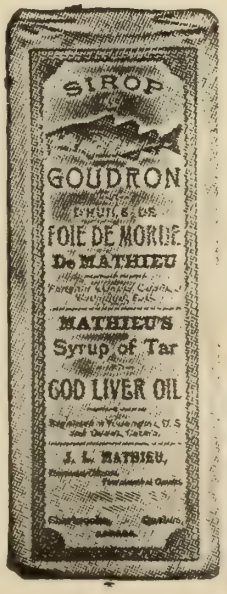


A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Recommend these profit makers

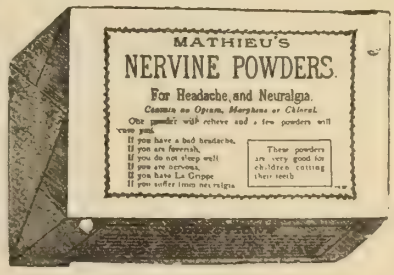
Direct your customers' notice to the fact that you sell and recommend the two widely known health sustainers.

Mathieu's Nervine Powders and Syrup of Tar



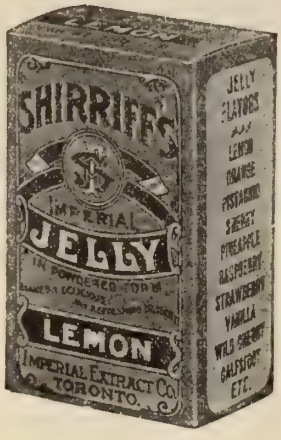
The excellent results that the Mathieu lines always produce will mean extra profit for you through an increased turnover — and regular repeats. Keep the Mathieu lines displayed.

J. L. MATHIEU
COMPANY
Sherbrooke Quebec



If any advertisement interests you, tear it out now and place with letters to be answered.

"On again! Off again! Fine! Again!"



On your shelves, off again—that is the way with these Shirriff ready-sellers. For they make desserts which combine delicious flavor, attractive appearance and economy of both time and money for the busy housewife.

Shirriff's *Jelly Powders*

afford a complete line of fruit flavors, including lemon, orange, pineapple, strawberry, raspberry, etc.

Start with a case or two now and remind your customers what splendid desserts Shirriff's make—they won't linger on your shelves. We supply handsome window material to hasten turnovers. Write to-day.

Imperial Extract Company, Toronto

Let Canadian Grocer—the paper most interested in your business—help you in your Want Ad. Problems.

Its circulation is among Business Men, interested in the same way as you are. Consequently, any replies you received would be earnest enquiries after business. You would thus eliminate the curious.

Use the Want Ad. Page of Canadian Grocer frequently to fill your needs. It will pay you.



The Tea of the Hour:

Easy to sell—Economical to use. Already weighed and packaged—Saves grocers' time. Quality and satisfaction guaranteed.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler

169 William Street, Montreal, Quebec

for particulars and advertising matter.

If any advertisement interests you, tear it out now and place with letters to be answered.

THE NEW APPETISER

Delicious Flavour **SAVORA**



Delicate Aroma **SAVORA**

Made by J. & J. Colman, Ltd., London, England, with Colman's D.S.F. Mustard.

Therefore, Savora can be recommended to your customers without hesitation as the best Mixed Mustard packed.

In large glass jars to retail at 35c In small glass jars to retail at 20c

Let us send you a case of each

MAGOR, SON and COMPANY, LIMITED

191 ST. PAUL ST. W., MONTREAL Canadian Agents 30 CHURCH ST., TORONTO

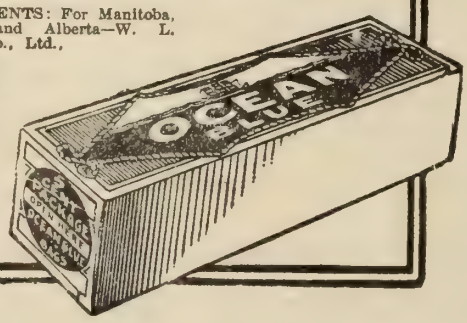
Every user advertises OCEAN BLUE by recommendation, and every packet you sell advertises your store as the place "where you can buy"

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED.
The Gray Bldg. 24-26 Wellington St. W. Toronto

WESTERN AGENTS: For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Summer Salad making will increase the demand for

THE TWO ROYALS

Although **ROYAL SALAD DRESSING** and **ROYAL MAYONNAISE** are good year-round sellers, the demand grows bigger and stronger during the warm weather months. For hot weather dishes **ROYAL SALAD DRESSING** is unmatchable, while for dressing those delicious Fruit Salads **ROYAL MAYONNAISE** has no equal whatever.

You would do well to keep the two Royals well displayed.

Sell them with your best guarantee.

The Horton-Cato Mfg. Co.
Limited
WINDSOR, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXII. TORONTO, MAY 3, 1918 No. 18

Drastic Action re Sugar and Flour

Definitely Limits Supplies That May be Held by Manufacturer, Wholesaler and Retailer, and Amount Consumers May Have in Their Possession—Infringements Mean Confiscation of Stocks and Heavy Fines—General Trend of Orders

TO provide for the usual increased demand for sugar in the canning season, in the case of sugar, and to face the world demand for wheat products in the case of flour, the most serious restrictions that have yet been promulgated by the Canada Food Board were recently made public.

It is a well known fact that there is not at present in Canada sufficient supplies of wheat to assure a supply of flour till the next harvest under the present rate of consumption. Similarly the tonnage problem has made the sugar situation so serious that there are practically no reserves at the refineries to meet the increased summer demand. To meet these serious situations these stringent regulations have been imposed.

The two orders are practically identical in the terms that most definitely affect the retailer.

They provide as follows:

No More Than Fifteen Days' Supply for Consumer

The order provides that no person, with the exception of manufacturers of flour, bakers, confectioners, wholesale or retail dealers, or persons living at a greater distance than two miles from a licensed dealer, shall hold, or have in his possession or under his control, more flour, made wholly or in part from wheat, than is sufficient for his ordinary requirements for a period not exceeding 15 days.

Anyone living at a distance greater than two miles and less than five miles from a licensed dealer, may hold or control flour made wholly or in part from wheat up to an amount sufficient for his ordinary requirements for a period not exceeding 30 days.

Anyone living at more than five and less than ten miles from a licensed dealer may have sufficient for his ordinary requirements up to 60 days, while a person living more than ten miles from such dealer may have sufficient for his ordinary requirements for a period up to 120 days.

Flour, Sixty Days' Supply

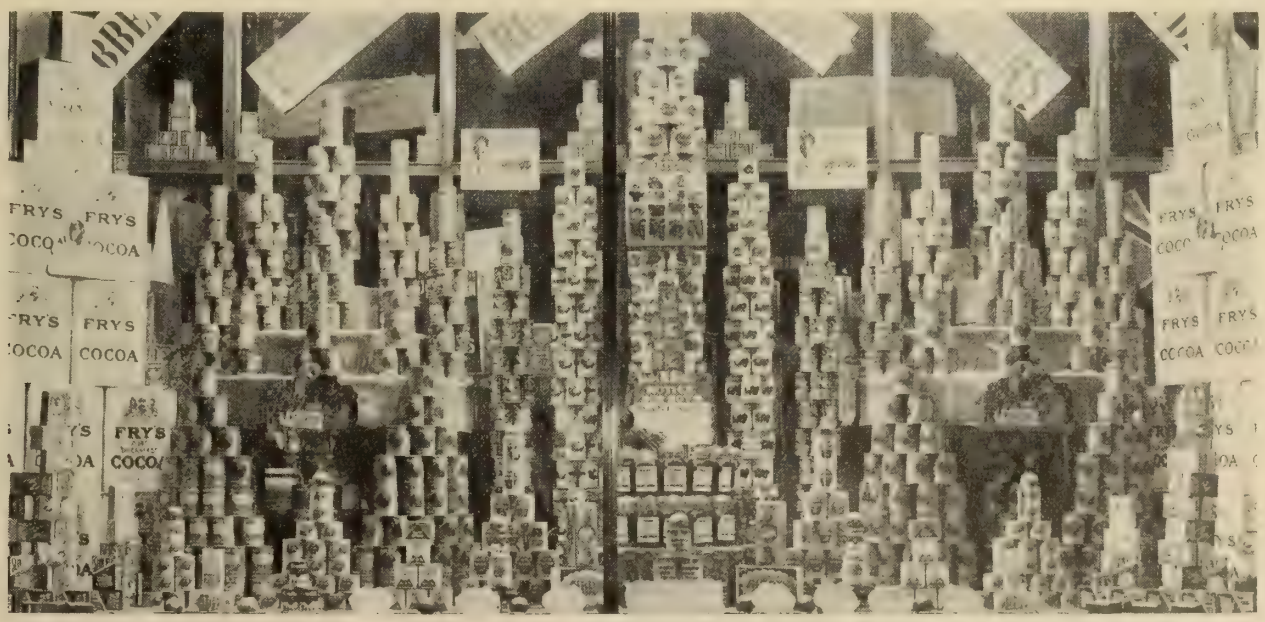
Any wholesale or any retail dealer licensed by the Canada Food Board may not hold flour made wholly or in part from wheat in excess of a quantity sufficient for his ordinary trade requirements for a period exceeding 60 days.

Sugar Must Not Exceed 45 Days' Supply

The regulation regarding sugar parallels this save in the last clause. Manufacturers, wholesalers, or retailers may not have more sugar than is required for a period exceeding 45 days.

In the case of sugar if proceedings under this order are instituted at the instance of any municipality the fine will be paid to the municipality's treasurer. When a fine is imposed as a result of proceedings instituted by any provincial officer it shall be paid to the provincial treasurer.

The Act provides for the seizure and forfeiture of sugar held in excess of the quantities prescribed under the order, with a penalty for violation that shall not be less than $100 and my run as high as $1,000, or to imprisonment for



A spring window display featured by the W. H. Stone Co., Winnipeg, that draws attention to many lines in a striking and effective way.

a period up to three months, or both fine and imprisonment.

Illegal to Feed Wheat Products to Stock

In the case of flour the regulations are still more drastic. They go on to state that:

On and after May 1st it will be illegal to feed or permit feeding of milling wheat or any other product thereof except bran and shorts to live stock or poultry, or to permit such feeding.

It will be illegal, moreover, knowingly to sell the same to be used for such prohibited purposes.

It is provided, however, that where wheat has been grown, together with other grain, and cannot be separated from it for milling purposes without undue cost, such mixture, provided it does not contain more than 25 per cent of wheat may be purchased or sold or used for the feeding of poultry.

No person shall grind any milling wheat or mixture of milling wheat with other grain for the purpose of making feed for live stock.

Reports Must be Made

Any person holding or having under his control flour made wholly or in part from wheat, in quantities greater than are provided in the order, must forthwith return such flour to the miller or dealer from whom it was purchased, and such miller or dealer must accept if it be in good condition, and pay for it at the purchase price or the market price on April 20th, 1918, whichever be the lower.

Every dealer in wheat flour must report forthwith to the Millers' Committee, 178 Queen Street, Ottawa, the quantities of flour held in excess of his requirements for sixty days, and must give the name of the miller manufacturing such flour, the brand, date of purchase, price paid, and the dealer's requirements for the months of May, June and July. Upon receipt of this information the Millers' Committee is required to notify the miller who manufactured such product, and the latter shall then be required to purchase such flour at the price paid by the dealer or the market price on April 20, 1918, f.o.b., the dealer's station, whichever price be the lower, or to dispose of it in such a manner as the Canada Food Board may direct.

The violation of any of the provisions of the order makes the offender liable to a fine of from $100 to $1,000 or imprisonment for a period of about three months, or both fine and imprisonment.

Regulations to Conserve Necessities

Regulations Will Mean a Change in the Character of Fancy Biscuits—Some Manufacturers Already Preparing—Candy, Ice Cream and Cake Also Affected

IN addition to the regulations governing the sale of sugar and flour, noted on a preceding page, other regulations looking toward a further saving in sugar and shortening have been announced by the Food Control Board. Among those most directly affected will be the candy manufacturers, and the makers of ice cream biscuits and cakes.

The candy manufacturers are restricted to 50 per cent. of the monthly average of last year's consumption of sugar. The manufacturers of biscuits and confectionery are limited in the proportion of ingredients used, and the manufacturers of ice cream are limited to the use of 10 per cent. of fats, and are also restricted in the amount of sugar they may use per gallon.

Not only do these regulations apply against the manufacturer, but after a given date it is made unlawful for anyone to dispose of any goods not complying with these regulations, so that there are two checks on the law.

Biscuit Manufacturers Preparing for Change

While manufacturers have not as yet definitely decided what they will do to meet the changed conditions they will entail some material changes in the character of the output. One large biscuit firm has decided to do away entirely with some of their lines, and to develop a grade of biscuits having a lesser content of sugar, and they are at present experimenting with this end in view. There is every likelihood that all manufacturers of this line will be compelled to eliminate some of the sugar centred and iced varieties. Candy makers, too, have in some instances indicated their intention to change the form of some of their products, and go in more extensively for nut candies, and those made with fruit and fruit extracts to replace a proportion of sugar.

Unquestionably these are far-reaching regulations, and may be expected to entail a good deal of hardship on the manufacturers. There seems to be no help for it, however, and the manufacturers are taking the matter with equanimity.

The regulations on these matters read in brief as follows:

Will Affect Biscuit Manufacturers

They provide "That on and after June 1 no person in Canada shall use in the manufacturing for sale, of biscuits, cakes or sweet dough biscuits more than 80 per cent. standard wheat flour. A single exception is made in the case of soda biscuits, in which the proportion may be as high as 90 per cent.

On and after May 1 it will be illegal to use more than 100 pounds of cane sugar and 40 pounds of shortening to 200 pounds of flour and substitutes, in the manufacture of any biscuit product. Similarly, not more than 100 pounds of cane sugar and 60 pounds of shortening may be used to 200 pounds of flour and substitutes in the manufacture of fruit cake, pound cake, layer, wine, sponge, or any other kind of cake not expressly prohibited by the order. Not more than 25 pounds of cane sugar and 15 pounds of shortening may be used with 200 pounds of flour and substitutes in the manufacture of any sweet dough products.

Pastry and Cake Affected

"On and after June 1st, it will be illegal for any manufacturer in Canada to offer for sale any of the products enumerated above, if they contain a larger proportion of standard flour, cane sugar or shortening than the amount prescribed.

"The manufacture for sale of the following products will be illegal on and after May 1st:

"French or puff pastry, doughnuts or crullers, Scotch shortbread or cake, fancy almond maccaroons or like products containing more than 50 per cent. of cane sugar; marshmallow containing more than 20 per cent. of cane sugar to a 60-pound batch of marshmallow; cakes, or biscuits having on the exterior products made wholly or in part of cane sugar, or filled with products of cane sugar, or with shortening, except jam, jellies, or pure or evaporated fruit.

"After June 1st, no manufacturer in Canadad will be permitted to sell or offer any of these products for sale.

Ice Cream Quality Changed May 1

"On and after May 1st it will also be illegal for any person to use in the manufacture of ice cream more than 10 per cent. of fats, whether of animal or vegetable origin, or more than six pounds of cane sugar to eight gallons of ice cream.

No Flour to be Used in Candy

"On and after the same date it will be illegal to use wheat flour in the manufacture of candy, candy being defined as any solid products of sugar, including taffy or toffy, either alone or in combination with flavoring and colored matter, and shall include chocolate cream and all connections with chocolate except solid chocolate products.

"Every manufacturer of candies is required to file with the Canadian Food Board a sworn statement of the quantities of cane sugar and wheat flour used in the manufacture of candy, from April 1st, 1917, to March 31st, 1918, and the quantity of cane sugar on hand on May 1st, 1918, during the period from May 1st to Aug. 31st, both these inclusive. Between these dates no manufacturer in Canada can use per month for the manufacture of candy more than 50 per cent. of the average monthly quantity of cane sugar used by him during the year ending December 31st, 1917."

COMMUNITY CANNING KITCHEN PROPOSED

There is a likelihood of the establishment in Guelph during the coming season of a community canning kitchen to be under the management of the Department of Agriculture. It will be used for purposes of canning all surplus fruit and vegetables for use overseas. The equipment will be furnished by the department, and after the work is done it will be left for the use of private parties who desire to do their canning.

Tariff Changes in Tea, Coffee and Tobacco

Budget Plans Add to the Cost of Several Important Grocery Lines—Income Tax Change Will Also Affect Many—Rumored Tax on Business Paper is Not on the List

IN the budget speech presented to the House on Tuesday afternoon by the Hon. A. K. MacLean there are several points of interest to the grocer. The change in the income tax exemption from $1,500 to $1,000 in the case of a single man and from $3,000 to $2,000 in the case of a married man will affect a large number of grocers. This is not as immediate however as the changes in the tariff. All of these tariff changes directly affect the grocer as they are all on lines handled by the grocery trade. Tea has been increased in price by the imposition of a tax of 10 cents a pound. This will unquestionably mean the addition of this amount to present prices as there is no percentage of margin in any of the distributing agencies capable of absorbing even a minor part of this charge.

The charge on coffee is 5 cents a pound for green coffee and 8 cents a pound for roast coffee under the British preferential tariff. This will probably affect about 5 per cent. of the coffee consumed in Canada as about that amount is imported from British possessions. It may also have a tendency too to stimulate trade from these sources. The intermediate and general tariff on green coffee is 7 cents and on roast coffee 10 cents. All coffee extracts and substitutes come under the same regulations as the coffee itself.

In chicory, a product used in many cases in conjunction with coffee and a component part of many grades of coffee on the market at present, the tax rate is the same as for coffee itself.

On manufactured tobaccos the excise duty has been increased from 10 to 20 cents a pound, on cigars $5 to $6 per thousand, on cigarettes from $3 to $6 per thousand. Native raw leaf increases from 28 to 40 cents a pound, foreign leaf is increased from 42 to 60 cents a pound. In addition to the tax on native leaf referred to there is an excise duty on growers of 5 cents a pound. The grower may exempt from this charge sufficient for his own use.

The tax of 1c per hundred on matches too is one that will definitely affect the grocer.

2½ Per Cent. Also Increases

The charge against beverages manufactured from malt ,rice or corn, that is some instances are handled in the grocery store have been increased from an aggregate tax of about 25 per cent. to 40 per cent.

In all the tariff changes there is only one item that does not affect the grocer, the tax on moving picture films. This he shares only equally with all mankind. There has long been a rumor to the effect that there would be a tax of one per cent. on all business papers in value over a dollar. That would have taken in practically all business statements. There is however in the budget as given out on Tuesday no suggestion of anything of the kind.

LICENSE TIME ENLARGED TILL JUNE 1

Ottawa, May 1.—By order of the Food Controller, the time for the enforcemnet of the following retail licenses has been extended till June the first:

Retail grocers, butchers, bakers, produce merchants, flour and feed merchants, fruit and vegetable dealers and fish dealers.

It is merely a matter of increased prices on a few of the important items in the stock of the grocery store. Every merchant knows that any increase now is burdensome enough, but these changes hardly come as a surprise. They have been more or less expected at every presentation of the budget, and it was generally realized that they would probably be imposed at this time. The actual changes in the tariff read as follows:

Tariff	British preferential tariff.	Intermediate tariff.	General.
24. Chicory, raw or green, per pound	5c	7c	7c
25. Chicory, kiln-dried, roasted or ground, per pound	8c	10c	10c
25A. Coffee, extract of N.O.P. and substitutes thereof of all kinds, per pound	9c	12c	12c
26. Coffee, roasted or ground and all imitations thereof and substitutes therefor. including acorn nuts, N. O. P., per pound	8c	10c	10c
27. Coffee, roasted or ground, when not imported direct from the country of growth and production, per pound	8c	10c	10c
	7½ p.c.	10 p.c.	10 p.c.
28. Coffee, green, imported direct from the country of growth and production and green coffee purchased in bond in the United Kingdom, per pd.	5c	7c	7c
28A. Tea imported direct from the country of growth and production and tea purchased in bond in the United Kingdom, per pd.	10c	10c	10c
When in wrappings, cartons or other packages weighing five pounds or less the weight of the wrappings, cartons or other packages to be included in the weight for duty.			
29. Coffee, green N. O. P., per pound	5c	7c	7c
	7½ p.c.	10 p.c.	10 p.c.
29A. Tea, N. O. P., per pound	10c	10c	10c
	10 p.c.	10 p.c.	10 p.c.
When in wrappings, cartons or other packages weighing five pounds or less the weight of the wrappings, cartons or other packages to be included in the weight for duty.			
TOBACCO, ETC.			
143. Cigars and cigarettes, the weight of cigars to include bands and ribbons and weight of cigarettes to include the paper covering, per pound	$4.10	$4.10	$4.10
144. Cut Tobacco, per pound	95c	95c	95c
145. Manufactured tobacco, N. O. P. and snuff, per pound	90c	90c	90c
BEVERAGES.			
147A. Beverages in the manufacture of which malt, rice or corn is used when containing not more than 2½ p.c. of proof spirit...	25 p.c.	40 p.c.	40 p.c.

WHOLESALE GROCERS OF MANITOBA AND SASKATCHEWAN ELECT OFFICERS

The Manitoba and Saskatchewan Wholesale Grocers' Association held its annual meeting in Regina, Friday, April 19, officers being elected as follows:—President, S. C. Burton, Regina, vice-president, O. Marrin, Winnipeg; secretary, A. E. Burns, Winnipeg; executive committee, Messrs. Miller, Saskatoon; H. G. Smith, Regina; Jones, Moose Jaw; Wilson, Winnipeg; Calhoun, Regina, and Rankin, Brandon.

H. Bruce Gordon, president of the Codville Company, Winnipeg, was in the chair. Mr. Gordon has been president of the association for twelve years, announcing his retirement from the office at the Regina meeting.

Mr. Stocks, president of the Canadian Canners, Limited, of Toronto, and Mr. Lumbers, a director of the company, were present, and explained the work of the packers in the East. The wholesalers during their convention discussed matters of internal operation, conditions arising out of the orders of the Food Board, licensing, freight rate classifications, and changed conditions brought about by the war.

ALL PURCHASES ON "CASH" BASIS

The Retail Grocers' Association of London, Ont., has asked the Canada Food Board, as a war measure, to make it compulsory that all purchases of groceries and other foods be on a cash basis. Reasons advanced are that the public are more extravagant in purchasing under the credit system; it encourages the purchase of luxuries; cash customers have to pay a share of losses sustained by merchants doing business on credit basis; consumer is paying higher prices for credit.

MAY PARCEL SUGAR BEET SEED

"If there is sufficient demand for it we will be glad to put sugar-beet seed on the market in packages," says one of the heads of a large seed firm. It is understood that the Government is prepared to issue sugar-beet seed.

The public is warned against buying packages of seed marked "Sugar-beet," a term applied to the mangold wurtzel and therefore not used by the seedsmen with the intention of deceiving. The seed found in packages and marked thus produces a very fine brand of cattle feed but not the species of beet-root required.

British Trade in Canada After the War

Old Country Firms in Jams, Etc., Who Had Business Connections Here Prior to Embargoes Give Their Views on Future Expansion of Export Trade.

LONDON, Eng., April 1—(Special)—British manufacturers who prior to the war had their lines on the Canadian market to a lesser or greater extent have been asked by our London office their plans for re-establishing trade here when peace comes.

The war has naturally increased the home demand for nearly all lines.

The army itself has consumed enormous quantities of all kinds of biscuits, jams, condiments and confectionery.

In addition to this the demands have been swollen because of the increased area of distribution. In normal times the grocers carried the stock; now not only grocers but canteens, hospitals and navy and army stores, etc., have to be stocked, and it is highly probable that if the actual goods held by all distributors were known it would be found that the quantities are not far below the supplies held by the retail grocers in normal times.

The very great number of overseas soldiers has naturally helped to increase the demands.

The net result is that manufacturers generally appear to think that the home demand after the war will more than keep them fully engaged. This will certainly be so in the early stages of peace but it will probably be found that production will overtake the home demand much earlier than some of them now appear to think possible.

Much, of course, depends on supplies of raw materials and tonnage.

The individual opinions of the leading manufacturers of jams, marmalade, etc., are:

"British manufacturers hope that they will be in a position to recover their export trade all over the world when once the war is over, and more especially to increase their trade with British colonies and Dominions. Unfortunately it is still too early to contemplate any active policy in such lines as biscuits, jams and marmalade, the export of which is prohibited and likely to remain so until the food question in the British Isles is very different from what it is to-day. It will, further, be necessary to wait for the restoration of the mercantile fleet before the export trade in anything except important raw materials can be considered. Whether this will drive British manufacturers to establish factories of their own in the leading export markets, only time can show, but from what we know of leading firms, we do not think they will be kept back by any lack of enterprise, and will tackle the problems in a businesslike way as soon as it is possible to foresee future events."

"Conditions that will obtain after the war are so uncertain, that it is impossible for us to make any statement at the present time."

"We fear that the outlook is so uncertain, that it is impossible for us to state, with any degree of certainty, our intentions in Canada for after the war. We may say, however, that our interests are being closely watched throughout that market, as we are fully represented in each province from East to West."

"Our view of the matter is that after the war, the stocks in Great Britain will have been so greatly depleted that the British manufacturers will have their work cut out to satisfy the home demands. Another point to be considered is that the Canadian manufacturers have made such rapid strides during the past two or three years that in all probability after the war they will be easily able to cope with the demands of their market. This, of course, is our personal opinion and we give it to you for what it is worth."

"We hope soon after the termination of the war to put our various manufactures on the Canadian market."

"We are not likely to aim at doing Canadian business immediately after the war."

"We think it is yet too early to make any statement on this matter."

"We shall certainly be prepared and anxious to push all those goods such as jams, marmalade, sauces, pickles and candied peels, in Canada, as soon as the war is over, and we are again able to deal with the export trade. We may say that we are looking forward to getting in touch with our Canadian friends once more."

"It is perfectly evident that it will be highly necessary for firms in this country to get as many outlets as they can whenever supplies are available and we shall be much mistaken if there is not a great campaign in all the export markets available when the time comes, but in the present condition of matters it is very difficult to forecast anything, and at the most our position is a 'great hope.'"

"At the present time the demand for home consumption is so abnormal we feel reluctant to commit ourselves in regard to the future."

"For five or six years preceding the war, we were very much interested in Canadian business and especially in the far West. We were, during 1911, to 1914, shipping full carloads of nearly all our commodities, principally a high class grade of jams. Previous to the outbreak of war there appeared to be an over-production of preserves in England and with the increased production in Canada by various jam firms we concluded that it would be extremely difficult to continue shipping jams from England, although we believed that for the particular grade of goods we were shipping that a certain high class trade would always exist, and on this account a director made a trip as far as Vancouver in the spring of 1914 and came back with quite a large quantity of orders, a few of which were shipped but the bulk of them were not executed on account of the prohibition of exports of most of our lines. We shall in all probability wish to re-open the trade that we were doing but we fear it is as yet too early to commence making arrangements, but you may be sure that as soon as we are again allowed to export our produce we shall immediately get in touch with our old connections with a view of re-starting the business in which we were so much interested."

"A year or two after the war is over, when the supplies of jams will be much greater than the demand, a number of large jam manufacturers will do their best to sell quantities of jams, etc., in the Canadian market."

The situation as regards other British lines handled by the grocery trade will be dealt with later.

SASKATCHEWAN TOWNS UNITE IN LOCAL R. M. A.

The merchants of Battleford and North Battleford at a joint meeting held recently formed a Retail Merchants' Association with the following officers:—President, H. R. Bowers; first vice-president, A. J. McCormick, Battleford; second vice-president, R. J. McClinton; secretary, F. P. Nelson; treasurer, F. Fawley. At the first meeting of the new association following organization such matters as co-operative delivery and a summer half-holiday will be discussed.

Representatives from the wholesale houses, retail merchants and cartage companies of North Battleford attended a recent meeting of the Board of Trade and discussed with members of the board questions pertaining to shipping facilities in and out of the city. A demand is being made for a mixed train service three times a week on the Blaine Lake branch of the C. N. R. In order to facilitate the handling of express and save time at Warman, the C. N. R. is being asked to run a special baggage car on their Regina-Saskatoon train to be switched at Warman to the main line train for North Battleford, thus avoiding transferring of a vast amount of goods destined for the city and immediate points.

RENNET FROM DENMARK

As a result of representations made by the Canada Food Board, the British Ministry of Food has cabled permission to the British Charge d'Affaires at Copenhagen, Denmark, to issue a special permit for the shipment to Canada of 10,000 gallons of rennet.

Trade Acceptance New Idea in Business

First Adopted in United States—It Has Been Put in Use by Some Canadian Wholesale Houses—Considered Better Than Notes, Drafts and Bills of Exchange.

ONE of the new forms of negotiable paper that has recently been adopted by various business houses in Canada is the Trade Acceptance. Hardware merchants will no doubt be called upon to accept them from time to time. The advantage of the new form is explained by F. E. Page, credit manager for Hyslop Bros., Limited, Toronto, in *The Credit Men's Journal.*

"Another form has been added to the many forms of notes, drafts and bills of exchange already in use in this country, and this last one seems to be the best. This new form is known as the **Trade Acceptance,** and the definition is as follows: "A Trade Acceptance is a bill that has arisen out of an actual commercial transaction, domestic or foreign." The form is similar to the ordinary draft now in use but goes one step farther and states that the draft has been drawn for goods sold and in accordance with the terms of original purchase. It cannot therefore be used in connection with overdue accounts or for transactions where goods have not been actually sold and delivered. It is an acknowledgement of a debt by the buyer in favor of the seller for merchandise that the seller has placed in the hands of the buyer. The buyer agrees in writing across the face of this acceptance his name, the name and location of his own bank and the date, to pay the amount of this stated indebtedness at a stated time at his own bank.

"At first, business men in this country will feel that this form of acceptance has no advantage over the ordinary draft that is so commonly used by all wholesale and jobbing houses, but after consideration it will be found that its advantages are many and distinct.

"The acceptance should not be used in the same way as the ordinary draft, which is drawn usually after an account becomes due and placed with a bank for collection. The acceptance is sent direct to the buyer as soon as the invoice or statement is rendered with a request to accept and return as soon as goods have been received and checked. As soon as the acceptance is received by the seller the account is in liquid negotiable condition and can be turned over to the bank at its face value. All current accounts may be covered by acceptance in this way and the acceptances held by the seller until due or discounted as he wishes.

"This method of handling accounts will improve the standing of the buyer with the seller because he definitely obligates himself to pay the account at a specified time and place. It improves the standing of the seller with his creditors and with his bank because he has his accounts in negotiable condition at all times, and if he discounts paper, his banker knows he is dealing with current bills when Trade Acceptances are handed to him for discount, and not drafts covering long past due accounts, or perhaps accounts that do not exist at all.

"The seller holding Trade Acceptances feels more confident that his accounts will be paid at maturity and undoubtedly has the advantage over the merchant who, selling the same trade, does so on the open account basis.

"At this time, when many firms with small capital are carrying very heavy stocks and doing business away beyond the amount their capital warrants, great benefit will be derived from the use of the Trade Acceptance. Unaccepted drafts as collateral security are considered worth, when presented at a bank, about 50 per cent. of their face value, and that would be about as much as any banker would be warranted in advancing, whereas with the Trade Acceptances a much higher percentage can be obtained if not the full face value.

"If an account becomes risky after an acceptance has been given and suit is necessary, there is no need of any further proof of claim. This is another way in which the merchant holding the Trade Acceptance has the advantage over the merchant doing business on the open account plan.

"The Trade Acceptance, when given, is an acknowledgement of the receipt of goods and will be the means of buyers who accept them checking their goods in carefully and quickly, and also checking their invoices.

THE MODEL GROCERY OPENS THURSDAY

T. H. Knight Tells How YOU Benefit BY THE Cash and Carry System



Since the War started the upward cost of living has been tremendous, and to many there seems no way of avoiding such conditions. The producer and manufacturer are under greater expense, the wholesalers' prices have soared accordingly and as a result the retail merchants have been forced to advance prices, and it all falls back on the patient customer to pay the shot in increased prices for everything he buys. This has brought about many hardships and the average wage-earner has had little opportunity of "laying by anything for a rainy day".

How to overcome the high cost of food has been a big problem. So far the Food Controller has only scratched the surface in solving this question. More can be accomplished by cooperation and conservation between the consumer—customer—and the retailer. This is particularly true with the grocery and provision business where profits are small. You are, therefore, invited to co-operate with us in the conservation of our running expenses in order that YOU may buy your groceries at the Model Grocery 10 to 25 per cent cheaper than you are now paying. This is actually possible with the Cash and Carry System which I have installed, and which is meeting with such splendid success and satisfaction in cities and other larger towns. There is no reason why the citizens of Bowmanville and vicinity should not have the same opportunity of saving money on groceries—and they are going to when they thoroly understand the Cash and Carry System.

Reason It Out For Yourself:

When you buy your groceries for cash at the Model Grocery and carry the parcels with you I can afford to sell cheaper than if you charge the purchases and have me deliver the goods to your home. First, I am able to do without the services of a clerk to go from house to house taking orders. Second, by not having a delivery service I save around $1000 in original investment for horses, waggons, sleighs, harness, etc., besides upkeep of same, (which is no small item with oats $1 a bushel), as well as salaries of two delivery boys. Third, by doing a strictly cash business there will be no bad debts and a bookkeeper will not be required.

Under the old system all of the above items of expense are paid directly or indirectly by the customer in top notch prices. With the "Cash and Carry System" all this unnecessary expense is cut out and the happy customer reaps the benefit in lowest possible prices.

The yearly saving in real cash will be a surprise to you and will more than compensate the inconvenience, if any, of carrying the goods. Compare the two price lists below for they tell their own convincing story far better than words can.

After reading this advt. if you still have your doubts of the genuineness of the "Cash and Carry System" cutting down your living expenses to an appreciable extent, give it an actual test by buying your groceries at the Model Grocery for a month—or over a week.

Flour

Is it worth 20c to deliver a bag of flour to your home? We save you that on every bag.

	Bag Price	Cash & Carry
Victoria	3.80	3.60
Ralph	6.60	6.40
Cyrus	6.00	5.80
Yeast Cakes, package		5c

Knight raised the standard in the grocery business with the Model Grocery. Cash and Carry System is another advance step

Bread

You buy bread cheaper from us than from your baker

Large Loaf	7c	5c

The public demand lower prices. We meet that demand

Canned Vegetables

Canned goods have been almost out of reach, but you can now afford to enjoy them, when you save 1-2 to 1-3 per cent on every can

Tomatoes	25c	23c
Corn	25c	23c
Peas (Petite Pois)	23c	19c
Pumpkin	20c	17c

Free shed and stable at rear of store for use of farmers' horses

Teas

It makes no difference if your favorite tea has a standard price—you buy it cheaper from us

Red Rose, 1 2 lb	35c	30c
Salada	35c	30c
Lipton's	50c	36c
Red Rose	35c	31c
Salada	35c	31c

BULK TEAS—We bought a large stock of extra good blends of bulk teas before the big advance in prices. A Toronto wholesaler tried to buy our stock but our customers have the first claim on the tea at saving prices

Cash and Carry is for the rich customer as well as the poor

Biscuits

Complete line of 24 assorted kinds of Christie's Fancy biscuits at the regular cash and carry savings.

Fancy biscuits, 350 lbs	20	12½
Christie's Soda Biscuits	18	15
" " "	30	25
" " "	40	30

Is your pride going to prevent you from carrying your parcels and saving money?

Canned Soups

People are eating more soup as they realize it is an economical food

Campbell's assorted soups	18	15
Snider's Tomato "	18	15
Clark's Assorted "	15	12

Hit the trail to the Cash and Carry Store

Jelly Powders

Jelly is no longer a luxury at these prices.

Pure Gold	12½	10
Knox gelatine	20	17
Jello	10	9
Cox's gelatine, 2 qt. size	15	14

Cereals

Cereals have become a daily necessity and our saving to you is from 12½ to 20% on every package

Corn Flakes	15	12
Puffed Wheat	20	14
Shredded Wheat Biscuits	15	13
Quaker Oats, large pkg	60	53
Pan Cake Flour	15	12

It would be useless to quote prices on all Cereals as there is a very long list of savings

This is only a few of the reductions. There are savings in every department

Sugar

The Sugar market is in such a state just now that the Government has stepped all refineries from shipping car lots to any retailer. The result is we cannot quote sugar by the hundred lbs. but we can sell you small lots at 10½ lbs. for $1

Cash and Carry makes lasting customers

Lard and Bacon

You are paying 35c per lb for lard in Bowmanville today. Why pay this price when you can buy the same goods at 33c and carry it home yourself? Thats it over—on a 20lb pail of lard we save you 40c.

You cannot afford to buy Bacon and Cooked Meats at prices you have been paying. We save you money and will certainly do it if you will carry the goods away. Look at our meat window and see the savings

Food Controller advocates Cash and Carry Stores

Maple Syrup

We had the cause of having the best Maple syrup in town as we know it to be absolutely pure. We have arranged with the same man to supply us again. This time we will buy it in big barrels at the price of tins as easy out of sight. The Food Controller advises selling it in bulk and restaurants will brag their pails or jars and save money. If we bought it in tins it would cost us $1.90 per gallon, but in bulk we are going to sell it to you at $1.60 imperial gallon

Dont knock the Cash and Carry System until you have given it a fair trial—then you will boost it.

Clothes Lines

Lowell's Kwer Kraft Indoor Clothes Line, 50 ft. long, very handy and common, regular 50c for 40c. Ask to see them.

Just the same as an increase in salary to patronize the Cash and Carry store.

Potatoes

It has been a general complaint that citizens have been forced to pay too much for potatoes and we agree with you. We are therefore reducing the price from $1.60 a bushel to $1.30 or 50c a peck instead of 60c.

Dont wait for your neighbor to tell you about cash and carry savings—you tell her

Marmalade

Sheriff's Marmalade	.30	.25

It's not what we save—but what YOU save that appeals

Canned Fish

Save beef and bacon for the soldiers and eat more fish.

Sardines, regular 2 for	25c	9c
Sardines, Cross fish	30c	24c
Lobster	35c	29c
Shrimps	30c	18c
Fish Flakes	30c	23c
Haddie, Thistle brand	35c	33c
Chicken Halibut	30c	27c
Clover Leaf Salmon	30c	23c

Cash and Carry does not mean cut rate prices—but saving prices to you.

Cocoa and Chocolate

If you only realized the nourishment in cocoa and chocolate you would drink more of them prices

Cowan's, 1 4 lb	18c	16c
Cowan's, 1 2 lb	30c	33c
Baker's, 1 4 lb	18c	16c
Baker's, 1 2 lb	30c	25c
Bensdorps	15c	10c
Bensdorps	30c	24c
Cadbury's	20c	14c
Chocolatta	30c	44c
Pastam	30c	27c
Pastam	50c	47c
Cowan's Chocolate, cake	10c	9c
Fry's cocoa	30c	23c

Phone your order but call for the goods. It saves you time and money

Auto Tires

Having given up our automobile agency we have a few Van der Linde Auto Tires, 30x3½, which are being sold at especially attractive prices. This famous red tire will outwear any other tire on the market. Ask any user.

Plain	$19.25
Nonskid	$21.25

Cash and Carry will do much to reduce the high cost of living.

Coffee

There is nothing like a good cup of coffee for breakfast and we have your favorite brand at saving prices.

English Breakfast	35	30
Mahogany ½ lb	33	31
" 1 lb	45	43
Barrington Hall	50	44
Chase & Sanborn	50	49
Our Own Blend, pure	45	38

No delivery—No credit—No bad debts—no kicks—no bookkeeping

Extracts

Lemon or Vanilla	10	09
" "	30	25

Raisins

We have in stock about $80 lbs. loose Muscatel raisins that would be cheap at 15c lb. We are clearing them at 3 lbs for 50c

We also have about 100 lbs raisins, last year's stock, at 2c lb.

Sunkist Seeded Raisins 15c 13c

Sunkist Seedless Raisins 20c 17c

Currants are scarce and very high price but we have them from 10c per lb up to 30c per lb.

Join Knight's Kash & Karry Klub

Eggs

The Model Grocery is again going to make the hard to paying highest prices for farm produce. All the farmer is getting for his eggs in Bowmanville is 35c a doz. We are paying 40c cash or trade the week.

No excuse now, farmers, for not bringing your produce to Bowmanville

Soap

At the present price of soap it is pretty hard to offer a saving, but we are.

Comfort	6c	3 for 18c
Gold	6c	3 for 18c
Sunlight	6c	3 for 18c
Lux Soap	5c	3 for 14c
Soap Chips	10c	3 lbs for 25c

Shopping bag given away with every purchase.

Phone 72 **T. H. KNIGHT** **Bowmanville**

A presentation of the cash and carry principle and its value to the public and the store that might well be adapted to other merchants' needs. The advertisement was used by T. H. Knight, Bowmanville, Ont., to signalize his adoption of this new store policy on the occasion of his re-opening his business. The advertisement was planned and arranged by George W. James, of the Canadian Statesman, Bowmanville, Ont.

Confectioners Must Be Licensed June 1

Confectionery Business the Latest to be Licensed—How This Will Affect Those Already Licensed Under Other Heads —Must Make Returns of Sugar Used in Candy Making

AS was forecast in last week's issue of CANADIAN GROCER, announcement was made early this week that all persons manufacturing ice cream, candy, cake, crackers, biscuits, pastry, confectionery, ice cream cones, or chewing gum will be required to obtain a confectioner's license.

Such a license will not, of course, be required by any licensed retail grocer who does only a limited business in these lines. In the case, however, where the confectionery department of the business is a large factor, or where an ice cream and confectionery business is conducted in separate premises from the grocery store, then such a license will be required. It will entail no hardship, however, as where the retail grocer has made returns for his business covering this confectionery department he will be reimbursed the amount of the fee that covers that end of his business, which will be applied to the new license. Thus the actual charges will not be increased to the merchant who is required to have both licenses.

In the case of bakers or persons holding a baker's license or a public eating house license from the Food Board no further license will be required, but these businesses will be governed by the regulations obtaining under the new license scheme which will be effective against these businesses.

Must Make Returns on Sugar Stock

The terms of the order do not vary materially from others that have preceded it, the one variation being the clause that demands that every licensee commencing June 1 and monthly thereafter must file a sworn statement showing the amount of sugar used by him in the manufacture of candy, etc.

Licensees are forbidden to destroy any food or food product fit for human consumption, or knowingly permit waste, or wilfully to permit deterioration in connection with the storage or sale of any food or food products.

The license number from the Canada Food Board must appear on every letterhead, contract, acceptance of order, invoice, price list, quotation issued and advertisements.

The License Fees

The annual license fees range from a minimum of $2 when the value sold does not exceed $5,000 per annum to $5 on annual sales up to $10,000; $10 when the amount sold does not exceed $50,000; $20 when the annual sales do not exceed $100,000; and $10 additional for each additional $50,000 or fraction thereof of the annual value sold.



This isn't Venice, it is Bridge Street, Belleville, Ontario, on March 20th, the day of the spring flood. In the centre of the photo is seen the store of E. A. Kellaway. The day previous Mr. Kellaway had taken in 100 bags of sugar and two barrels of powdered sugar. Most of this was a complete loss.

The Business Relations of Clerk and Employer

Here Are Some Important Matters Dealing With the Business Relations of the Clerk and His Employer—How Have You Faced These Problems or How Should They be Faced?

THE problem of the clerk's business relationship to the store has a great many phases and all of them are interesting and all important. They are matters that differ with the different circumstances of the merchant, but every phase of the subject is of moment.

A Quebec merchant has asked us to place before the readers of CANADIAN GROCER the following three questions, and to ask for an open discussion. This is done herewith in the belief that the Quebec merchant has introduced a discussion that should provide some items of great value in the study of the clerk in his relation to the store.

Sending in Answers

It is the wish of the management of this paper that every merchant should consider these problems, and write an account of his practice in these matters or should suggest what he considers is the right practice, and why he so considers it. But it is also hoped that the clerks themselves will consider these matters and will also write of them from their own viewpoint. Let us have your opinion, then, on these three questions.

Here Are the Questions

Is it customary and advisable to give clerks the private cost price mark for merchandise?

Is it a general practice to allow a clerk to serve himself to goods, make out check for same himself and take home the goods without acquainting the proprietor other than by the counter checks? What is the proper way to handle this part of the business so that a good clerk would not feel that there was any suspicion of his honesty?

Some merchants allow their clerks goods at cost price plus 10 per cent. for freight; is this the general practice?

SMALL FRUIT OUTLOOK IMPROVES

Bumper Peach Crop in View — Plums Good—Cherries Light—Apple Crop Larger Than Last Year

That there is every indication of a bumper peach crop this season is the reassuring statement given out by F. L. Gable, Government fruit inspector.

"I have recently visited the various fruit districts throughout Ontario and feel quite safe in saying that there is every reason to believe the coming crop will be a large one," says Mr. Gable.

He further states that, as usual, the crop promises better in some districts than in others. There will also be a large crop of plums, but cherries are likely to be scarce, especially those of the sweet variety. The apple crop is expected to show a decided improvement over last year.

PEANUTS IN BREAD

Peanut bread has been put upon the market in the United States, and it is said to be securing a wide distribution in some localities. The peanut flour used is made from peanut cake left after oil extraction. It contains a satisfactory percentage of fat, and is said to have almost twice the nitrogenous food value of dried beef—44 per cent. for peanut flour, against 25 per cent. for dried beef.

The True Story of Jones & Nixon

Nixon Makes a Success of His New Department — Gets Bonus at End of Year, But Differs in Opinion With Jones as Regards Profits — An Explanation Wanted

By C. J. Morris

(Continued from April 26 issue.)

FOR the purpose of this story it is not necessary to go into the details of how Nixon worked up the trade in his new department. Suffice it to say that each month at first showed an increase, then there was a slight drop back when the picnic season finished, but returns again increased as the winter season set in. By the time a year had passed Nixon was able to show total sales of about $2,740, and sales were then running at something over $300 a month.

Nixon's brother had been early brought into the business and had taken Nixon's place in doing the odd jobs about the store. He had also helped Nixon with the sugar business. The latter had not kept up to its highest mark but was still going very well under Nixon's supervision.

A week or two after the year had ended Jones called Nixon into the office and handed him an account made out as follows:

SALES AND PROFITS OF NIXON'S DEPT.	
Total amount of sales.....	$2,740
Profit at average of 35%.....	959
Less overhead expenses 20%.....	548
Leaves net profit.....	$ 411

"Well, Nixon," he said, "I am pleased to say, as you will see from that statement, that your efforts at selling the sundries I allotted to you have met with success. There is a gross profit of $959 and deducting from that the overhead expenses of 20 per cent. it leaves me a net profit of $411. Now I intend recognizing your good work in a tangible way and I have therefore written you out this cheque for $41 which is 10 per cent. of my profit, and I shall be pleased to do the same in future. You will see the difference now between the profit on these things and the profit on sugar; not only have the sales paid overhead expenses but there is a profit over and above of over $400. In the case of sugar you will remember the profit did not cover the overhead expenses."

Nixon was much gratified at Jones's treatment of him; he had already received a substantial raise in salary and on working the figures out in his own way he had not been able to see how Jones could afford to give him a bonus in addition.

This was the way Nixon had looked at it: "I have made a profit," he said to himself, "of $959, but against that has to be set the $250 we could have got for the window and also my brother's salary of $350 as that is an expense which would not have been incurred had I not been on the new proposition. Now, if Jones wants to deduct his 20 per cent. for overhead as well that will be another $548; that will make $1,148 altogether and will leave a debit balance of $189, or another loss similar to that he reckoned we made in the sugar."

SYNOPSIS

Nixon, Jones's junior clerk, increases sugar sales and makes $90 a month extra profit. Jones, however, contends he is still selling sugar at a loss as his overhead charges are 20 per cent. and his profit on sugar not more than 15 per cent. He then gives Nixon charge of a department including various small goods, such as pickles, olives, etc., on which there is a profit of about 35 per cent., and tells him if he can do as well with these as with sugar he will make a profit worth while.

Nixon was therefore agreeably surprised to see how Jones had figured it out. All the same, he could not see any flaw in his own calculations and he therefore determined to approach Jones again the next day and get him to explain matters. He put it to Jones in this way:

"Excuse my bothering you, Mr. Jones, over the question of overhead expenses, but I would like if you will to explain to me where I am wrong in my way of looking at things.

"You will remember after I took the sugar business in hand I pointed out how with the increased trade there was an increased profit of about $90 per month over and above what you had been making previously. You said this was all wiped out by overhead expenses although I could not see that you had incurred any extra expense whatever.

"Now, with my side window business for which you gave me the bonus yesterday morning and on which you calculated there was a profit of $411 during the year, it seems to me you have omitted to take into consideration the cost of the window, viz., $250, which was the amount you could have got for it from an outside firm and you have also not considered that it was entirely owing to my having that to look after that you took my young brother on and therefore strictly speaking my department should be debited with his salary. You, however, have, I suppose, reckoned it in the 20 per cent. general overhead expenses which it seems to me is debiting the other business of the store with the overhead expenses which strictly speaking should be borne entirely by my department.

"In any case, however, if you only reckon the cost of the window and say nothing of my brother's salary, it reduces that $411 to $160.

"Now with the sugar, although we have not kept quite up to the highest mark we have done a good business showing every month $80 more profit than we used to make, and that with only the same overhead expenses as before. That is to say, there is $960 extra profit in sugar during the year and against that no extra expense has to be put. Admitting you used to make a loss of 5 per cent. on sugar when you only sold $200 a month, surely there cannot be a loss now!

"As I see it, all the business looks good to me whether it is sugar or my sundries, but suppose you were compelled to drop either one or the other, which would you let go?

"If you dropped the extra sugar you would lose $960 and no reduction in expenses.

"If you dropped the sundries, you could reduce the pay sheet by $400, my brother's salary, and you could let your window for $250; against that you would lose the $959, that would mean a net loss of $309, whereas the net loss in case you dropped sugar would be $960."

"There seems something in what you say, Nixon," said Jones. "I must look into the figures again and see what is wrong, and I will have another talk with you to-morrow."

The next morning Jones called Nixon into the office and said:

(Here is another opportunity for our readers to tell us what they would have said had they been in Jones' place. Who was right, Nixon or Jones?)

REGINA RETAILERS PETITION AGAINST EXTRAVAGANCE

Regina retailers are asking through the local representatives of the Canada Food Board that the serving of refreshments at public entertainments and the sale of candy to raise funds for various patriotic organizations be prohibited, the opinion expressed being that such activities are not in accord with the spirit of observance of the food conservation regulations. In the case of refreshments served at public balls, it is charged that there is a discrimination against patrons of public eating houses where only a limited amount of wheaten products can be served while at a public ball any amount of cake and pastry may be served. In the case of the sale of candy, attention was drawn to the sugar shortage, and the need for conservation along this line.

CANADIAN GROCER

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A LITTLE KNOWLEDGE IS A DANGEROUS THING

LEGISLATION that may be well enough in itself may often prove dangerous if unwisely used. The new government order regarding hoarding is an instance in point. No one can question the justice of compelling a man to sell goods if the nolding of them would entail loss. No one would question the justice of punishing a hoarder if his hoarding entailed a serious and preventable element of loss in these serious times.

It is not too much to ask, however, that when charges are made they should not be made carelessly and without any knowledge of conditions that may have occasioned this loss.

During the past week a wholesale fruit firm in Toronto was summoned to appear under this new law on the charge of wilfully wasting supplies of apples. This firm was able to prove that their total wastage did not represent 5 per cent. of the goods handled, a truly enviable record as every fruit man will admit. They were acquitted, of course, but unquestionably there is an element of damage to that firm that cannot be removed by any justification or acquittal. The firm has been wronged by the injudicious use of the powers of the Order-in-Council, due to a total ignorance of business conditions.

There is the danger in these large powers, a real and vital danger. Losses that to the uninformed public appear appalling are a condition that cannot be avoided. Fruit as a rule travels long distances and must face the chances of deterioration in transit. Oranges from California are from seven to fifteen days en route, according to their destination in Canada. They are shipped under the most favorable conditions that science has been able to discover, yet at certain seasons these goods will show a waste of from 10 to 30 per cent.; so it is with all perishable fruit. The handler can no more prevent this waste than he can stay the advancing seasons, yet an unwise public lays the blame at the door of the fruit man, and sees in this waste a criminal intent. In the case of apples the goods in question in the case referred to, there is an accepted lifetime for every variety of apples. Government reports will give the season as from October to January, or from October to April. That is supposedly the season during which apples may safely be kept, but every practical fruit man knows that there is the possibility of waste prior to the expiration of that period. This factor is dependent on weather conditions at the time of pack, care in packing, and a dozen other factors quite beyond the dealers' control. If 100 per cent. perfection is required then the fruit business is a dead letter.

Therefore, we say this law is dangerous and unjustly harmful unless it is administered with a full understanding of the necessary conditions of the business under consideration.

THE UNSCRUPULOUS DEBTOR

THE letter from Mr. Quackenbush, of Smiths Falls, in our last issue, touches a point of extreme interest to the majority of merchants in the grocery trade. With the increasing trend of our railroads towards nationalization more and more members of the community are joining the ranks of government employees, that privileged class whom no garnishee order can touch, and the risk to the merchant of making bad debts is therefore correspondingly increased.

While in no way advocating a retrogression to the days of Mr. Pickwick and imprisonment for debt, there seems to be no valid reason why there should not be a law enabling a magistrate to penalize a debtor who deliberately commits contempt of court by refusing to comply with an order to pay a debt when he is quite well able to do so.

It is a crying scandal on our legislative system and an injustice to the merchants of Canada that at the present time an unprincipled man can deliberately refuse payment of a perfectly just debt and get away with it, unless he happens to be receiving a salary of over $25 in one payment.

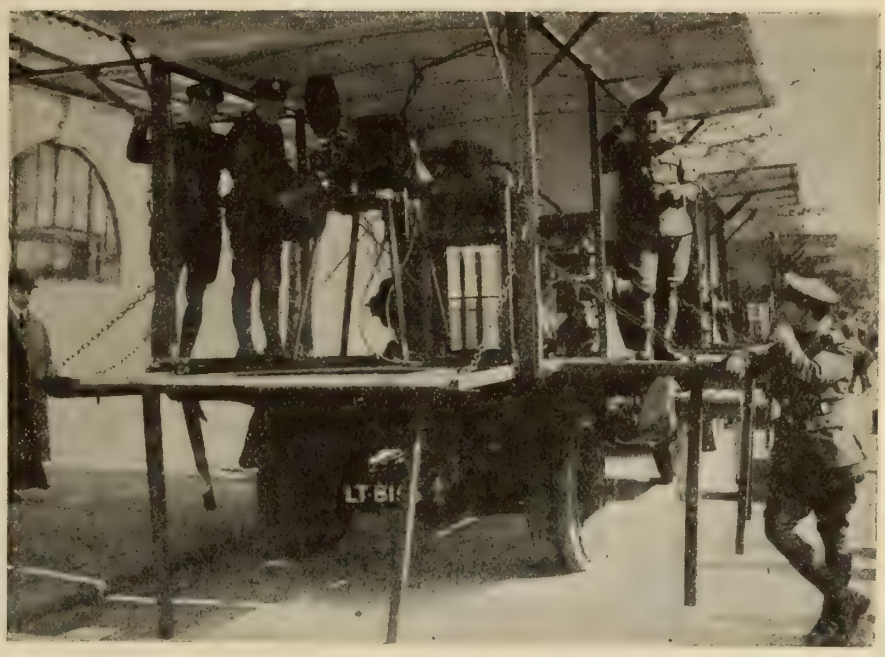
Once a judge is convinced of the ability of a debtor to pay a debt it should be within the power of that judge to commit the debtor for contempt if he wilfully refuses to obey the order of the court.

This would not be imprisonment for debt but an equitable remedy enforceable by a reasonable penalty against those law-resisting members of the community who at present glory in defying the law and refusing to pay their just debts.

Current Events in Photograph—No. 18

INFORMATION ON THE WAR

THE new department of the British Government, the Ministry of Information, with Lord Beaverbrook at the head, is charged with the important task of keeping up the morale of the people at home. The policy of suppressing news always has a depressing effect, and of late in Britain there has been a great clamor for the fullest and most complete information in matters pertaining to the war. The people of rural England are not only to be told of the war but to see it in pictures. The accompanying "Cine Motors, as they are called, equipped with moving picture apparatus are touring England under the direction of the Ministry of Information telling the people about the war.



THE FORM OF LICENSE NECESSARY

A Matter That Has Occasioned a Great Deal of Uncertainty—Some Light on This Vexed Question

There still seems to be a great deal of uncertainty on the part of grocery merchants as to what form of license they should have. A Muskoka dealer was in this quandary, so he wrote to the Food Board as follows:

Dear Sir,—I have received application form No. 9 for license, and I am at a loss as how to give the necessary answers, as called for in form. My business is what is called a country general store. I carry a little of nearly everything, with the exception of fresh meat. My total sales last year were $19,000. I think a grocery license should cover my needs, or general store license if any. I think my sales would run about:

Groceries	$ 6,500.00
Flour and feed	5,500.00
Boots, shoes and rubbers	1,000.00
Smoked meats, lard, butter and eggs	2,000.00
Dry goods	1,500.00
Fruit, candy, bread and ice cream	750.00
Hardware	750.00
Miscellaneous	1,000.00
Total	$19,000.000

The above is a rough estimate of the sales in each line, it is impossible to keep the sales in the different lines separate.

Kindly advise how to fill in form sent me, or send me a form suitable for my business.

In response to this enquiry the following reply was received:

Re Retail Grocer's License

Dear Sir,—From the information contained in your letter of the 16th instant, it is evident that what you require is a retail grocer's license instead of a general retailer's license as per form of application sent you.

We are pleased to send you herewith the correct form, which we would ask you to kindly have filled out and returned to us promptly.

H. AMPHLETT,
Director, License Division.

This correspondence may possibly be of service to other merchants who are facing the same problems.

PORT HOPE, ONT. CONSIDERS CO-OPERATIVE DELIVERY

At a meeting of the Port Hope, Ont., grocers held in the office of the Department of Agriculture, recently, to discuss the question of co-operative delivery, W. D. Stephens acted as chairman and F. L. Curtis as secretary. Nearly every grocer was present and a committee consisting of H. E. Martin, F. H. Brown, J. H. Stephens, M. R. Wickett and F. L. Curtis was appointed to look up the data in connection with the co-operative delivery, also to consider the question of a cash and carry system.

Commencing May 1st the grocery stores will close every Saturday night at 10 o'clock during the daylight saving period.

MILLING COMPANIES SUFFER FIRE LOSS

Fire completely destroyed a warehouse of the Hortop Milling Company, on Shaftesbury Avenue, Toronto, on Saturday night, and spreading to the adjoining buildings on either side damaged the storehouse of Risburg and Jackson, hay and straw merchants, and the North Toronto branch of the Western Canada Flour Mills Company.

The loss to the Hortop Milling Co., and the Western Canada Flour Mills will be about $3,000 each. Risburg & Jackson suffered only a comparatively slight loss.

ALLEGED FLOUR HOARDING IN WESTERN CANADA

Winnipeg branch of the Canada Food Board claims to have proof that large quantities of high-grade flour are being hoarded. In a statement the board reveals that 200,000 barrels of flour are being hoarded in Western Canada. The hoarders are said to be known, and it is stated that unless they return the flour at once to the mills they will suffer severe penalties. Figures compiled show that flour sales in January were 200.000 barrels greater than in January, 1917.

LETTERS TO THE EDITOR

RE TURNOVER AND PROFIT

Editor, Canadian Grocer:

I was much interested in the discussion of this subject and should like to make a few observations, particularly in reply to the article in your issue of March 29.

The writer of that article went to some trouble in his attempt to demonstrate the importance of "turnover," but all his reasoning and argument will count for nothing if turnover be not considered in its relation to net profit. If an article is sold at a loss after deducting expenses it does not help matters much by increasing the rate of turnover on that article. Yet, if sugar is sold at a net profit of only one per cent. on cost., and the stock turned over fifty times, the result is a profit of 50 per cent. on investment.

In his reply to "Grocer," your contributor asks him how he knows that his expenses on sugar are 20 per cent., and, so far, no one has shown a method by which this expense may be ascertained.

In any system of costing it is almost impossible to allocate to each article its exact share of expense. Certain expenses, such as light, heat and rent should be debited according to the space occupied by the respective goods; but, as this method would be too complicated perhaps the better way would be to charge these items of expense, also insurance, according to the ratio of the value of the average stock of any line to the value of the average total stock. For instance, if the average total stock carried is $10,000, including sugar $500, and the expenses just mentioned are $1,000, then $50 is the amount of expense chargeable to sugar. As regards wages, it would seem that this expense should be charged in proportion to sales. Thus, if sales are $100,000, including sugar $10,000, and wages $3,000, then $300 is the amount of wages to be debited to sugar. It will thus be seen that the oftener the stock is turned, up to the capacity of the staff, the more the wages percentage decreases, while the expenses of rent, light and heat and insurance remain a fixed percentage.

As one concrete example is worth much theorizing, let us see whether or not the selling of sugar is a paying proposition. Last year, in our business, we turned our sugar stock more than forty times, selling a little over $1,300 worth, representing 10 per cent. of our total sales. At 10 per cent. on sales our gross profit was $130, and applying the rules for charging expenses as laid down, the overhead charges on this article were a little over 11 per cent., or $147, so that on sugar we made a loss of $17. A loss was also made on fruit, but I will not trouble you with the figures.

The foregoing would, surely, disprove the contention that we are losing on sugar, not because we are not charging enough, but because we are not doing enough business. We could scarcely be expected to turn our sugar stock more than forty times, and our turnover on the whole stock was 3¾ times—a good average for a general business.

Your contributor urges us to sell more goods, any kind at all, so that overhead charges may be reduced. All this is very good advice, but does it not sound a little like "robbing Peter to pay Paul?" You may argue until doomsday, but the fact remains that, if sugar or any other article is sold at a loss, it is impossible, in a well-conducted business, to make up on other lines. There is a turnover, and the deficit has to be made up on other small lines. There is a limit to the number of times a stock can be turned without increasing overhead charges, and also a limit to the reduction of these charges. When these limits have been reached stock must be increased and expenses added to if more sales are desired. The case of the man starting business and increasing sales from $15,000 to $26,000 in three years is not a very telling point in the present discussion as the average business today is not capable of increasing sales 73 1-3 per cent. without, at the same time, increasing overhead expenses.

Now don't suppose that I would urge the eliminating of sugar and other unprofitable lines that are quick sellers, as they certainly add to the total profit, even though sold at a loss when charged with their fair share of expense. As the practice of selling these lines at close prices is so deeply rooted, in this and other countries, perhaps the best thing is to "grin and bear it." Yet to put forth special efforts to increase the sales of sugar would not be, to my mind, a wise procedure, except perhaps as a drawing card. Far better would it be to push the lines that show a fair net profit with a moderate turnover.

Pasweqin, Sask. T. H. WITTON,

THE BUSINESS RELATION

A Point of View in Delivery

Editor Canadian Grocer:

We were very much interested in a special article which appears in your March 8th issue under the caption of "Grocery Trade Licenses Required May 1st."

Our particular interest was in that paragraph in which you call your readers' attention to the fact that the CANADIAN GROCER has steadfastly contended that it would be impossible to regulate delivery along the lines of a hard and fast rule which might be laid down by the Government or Food Controller, but rather that the regulation of delivery service be accomplished through a course of education.

It is unfortunate indeed that in all too many cases the men who are given charge of food regulation are men without any experience or knowledge of the handling of food products. This condition results all too often in the promulgation of edicts which are very embarrassing to the grocery trade.

While no official pointers have been issued by our Food Administration nor by any other official body, outlining just what the grocer shall do or shall not do in the matter of delivery, still there are many local Food Administrators throughout the United States who have misinterpreted the request of the Food Administration and the Commercial Economy Board of National Defense and are trying to force all grocers in their respective districts to discontinue the giving of delivery service of any kind or forcing them to make their stores so-called "cash and carry" stores or in some cases issuing orders that no grocer shall give more than one delivery a day to his trade. Many grocers are, of course, misled and the grocery trade press has its hands full trying to keep the trade apprised as to the true wishes of the Food Administration.

We thought you would be interested in a few of these facts in view of your activity along similar lines and in closing we want to compliment you upon your clear analysis of the matter and upon the good work you are doing in presenting the subject to your readers.

STAR EGG CARRIER & TRAY MFG. CO.. Rochester, N.Y.

BIG BRITISH FRUIT CROP

Agricultural forecasts indicate a bumper fruit crop in Britain this year, probably exceeding the record crop of last year. The chief difficulty this year, as last, will be the provision of the five million baskets required to handle the crop. Before the war practically all fruit baskets were imported. but under the spur of necessity the old English basket-weaving industry has been revived to a considerable extent.

The government is now encouraging the opening of basket-making centres and village industries in all the willow-growing districts, and in some places German prisoner labor is being extensively employed.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

Maritime Provinces

A. R. McNutt, general store, Williamsburg, N.B., has suffered fire loss.

James E. Toole, of the city hall clerical staff, who died this week, for many years conducted a retail grocery business in West St. John.

Gaspereaux fishing has been showing good catches in St. John harbor, but poor results outside.

The report that the Government was to impose a duty on tea again caused some consternation among the merchants in St. John this week.

E. R. & H. C. Robertson, corner Main street and Douglas avenue, St. John, have opened a branch store at the corner of Waterloo and Golding streets.

W. Frank Hatheway, of W. F. Hatheway & Co., Ltd., St. John, has returned from the West India Islands, where he spent the late winter and early spring months.

John Jackson, wholesale fish and groceries, St. John, was the guest of honor at a gathering of 200 Oddfellows this week in recognition of his elevation to the office of District Deputy Grand Master.

Sardine herring continue scarce. At the annual meeting of the Weir Owners' Association which was held this week in St. George, N.B., the members agreed on a fixed minimum of $25 per hhd. George E. Frauley was re-elected president, and Oscar Hanson, of Little Lepreaux, secretary-treasurer.

The Moncton warehouse of Baird & Peters, wholesale grocers, St. John, was destroyed by fire recently. Comparatively little stock was in the warehouse at the time but several carloads which had arrived in Moncton a few days before only escaped because it had been impossible to secure their transfer to the warehouse as early as had been intended.

Steen Brothers, of St. John, who are establishing a branch corn meal mill in Yarmouth, N.S., have secured the premises on Ryerson wharf used several years ago by George W. Johnston and are fitting it up for their business with modern machinery and expect to have the mill in operation in a few weeks. They will turn out feed meals of all descriptions.

Quebec

A. Langlois, grocer, Lauzon, Que., has sold out.

J. H. O. Milot, grocer, Montreal, Que., has sold out.

J. Morin, general store, St. Cyprien, Que., has sold out.

C. Pagnuelo & Co., grocers, St. Hyacinthe, Que., has sold out.

A. O. Lavigne, grocer, Hull, Que., has been succeeded by Beaulne Bros

Le Pailleur Freres, general store, Lachine, Que., have dissolved partnership.

S. Grandmaison, retail representative for H. D. Marshall, Ottawa and Montreal is in Montreal this week.

B. Trudel, tea manager for Chaput Fils & Co., wholesale grocers, is away at Port Arthur and Fort William on his annual spring trip and will be gone about ten days.

W. A. Browne, chief of the Poultry Division, Department of Agriculture, Ottawa, and J. S. Porter, of the same department, were in Montreal last week in connection with the examinations held here for egg inspectors.

Ontario

E. Armson, grocer, Barrie, Ont., has sold out.

A. W. Ross, general store, Vinemont, Ont., has sold out.

A. Duncan, grocer, Ottawa, Ont., has sold to J. Shore.

H. E. Fairfield, grocer, Belleville, Ont., has suffered fire loss.

J. D. Carveth, grocer, Toronto, Ont., has sold to H. Bell.

L. J. McMorren, grocer, Barrie, Ont., is retiring from business.

W. Bate, grocer, Lanark, Ont., has been succeeded by A. J. Martin.

Mrs. I. Gilchrist, grocer, Toronto, Ont., has been succeeded by J. H. Eadie.

R. Alexander, grocer, Toronto, Ont., has sold to E. & M. Forsyth.

J. R. Vancise, grocer, Collingwood, has been succeeded by Wm. Sellers.

J. E. Gullberg, general store, Minaki, Ont., has sold to Hudson's Bay Co.

L. C. Spofford, general merchant, Paisley, Ont., has sold his stock to A. Ball, of Toronto, Ont.

Leacy & Shields, general store, Pembroke, Ont., has been succeeded by Bernard Leacy & Co.

Boeckh Bros. Co., Ltd., brush manufacturers, Toronto, Ont., have changed their name to Boeckh Co., Ltd.

Collingwood merchants are taking steps toward the adoption of a "cash and carry" system of merchandising.

A. H. Mealing, of Weyburn, Sask., has purchased the grocer business of his father, A. Mealing, at Orillia, Ont.

Pte. Ernest McNeil, who before enlistment was employed at Hansler's grocery, Welland, Ont., died recently in Toronto.

Frank Stockdale, the retail merchandising expert, recently delivered a series of lectures on retailers' problems to a gathering of Ottawa merchants.

Donald Baker, son of Wallace J. Baker, sales manager of the Chisholm Milling Co., Toronto, underwent an operation on Monday. On Wednesday he was reported to be progressing favorably.

Western Provinces

F. A. Fraser, grocer, Govan, Sask., has sold out.

Halliday & Co., Champion, Alta., has sold out.

Adanac Grocery, Edmonton, Alta., has sold out.

J. P. Wilson, grocer, Winnipeg, Man., has enlisted.

S. T. Orchard, grocer, Winnipeg, Man., has discontinued.

A. C. Atton, general store, Hardisty, Alta., has sold out.

S. T. Orchard, grocer, Winnipeg, Man., has discontinued.

H. Richards, jr., general store, Aetna, Alta., has sold out.

N. Chomick, grocer, Lavoy, Alta., has discontinued business.

J. Bird, general store, Mountain View, Alta., has sold out.

L. Huott (Est. of), general store, Condie Sask., has sold stock.

M. Naimark, grocer, Regina, Sask., has been succeeded by C. Naimark.

S. Lowe, general store, Summerberry, Sask., has discontinued business.

Jean & Co., general store, Pontiex, Sask., have dissolved partnership.

G. E. Cassidy, general store, Pontiex, Sask., has sold to Potvin & Carroll.

I. White, general store, Canora, Sask., has been succeeded by P. Sturgeon.

M. M. Potvin, general store, Willows, Sask., has sold to McEwen & Gillis.

W. H. Hallitt Co., Ltd., general store, Saltcoats, Sask., has been incorporated.

Rostron & Green, general store, Success, Sask., have dissolved partnership.

D. J. Lalonde, general store, Oakville, Ont., has been succeeded by J. Timms & Co.

D. J. Lalonde, general store, Kawende, Man., has been succeeded by J. Timing & Co.

S. W. Smith, general store, Cardale, Man., has enlisted but is continuing business.

Krecsy Bros., general store, Kipling, Sask., have been succeeded by Krecsy Bros. & Co.

Inglelow Co-operative Co., general store, Inglelow, Man., has been succeeded by W. B. Ford.

F. E. Fraser & Co., general store, Wainwright, Alta., have disposed of their grocery department.

Shaunavon Mercantile Co., general store, Shaunavon, Sask., has been succeeded by Gordon & Mill.

Ellis Bros., general store, Macdowall, Sask., have dissolved partnership. Chas. Ellis continues the business.

Jos. Wilson, general store, Amazon, Sask., has been succeeded by Amazon Grain Growers' Association, Ltd.

A. F. Higgins Co., Ltd., general store, Roland, Man., has applied for authority to change head office to Winnipeg.

A-One Grocery, Brandon, Man., has sold to May & Allison.

J. Yaworski, general store, Hazeldell, Sask., has moved to Rama, Sask.

Mrs. I. Geller, grocer, Winnipeg, Man., has been succeeded by M. Koffman.

F. Adilman, general store, Veregin, Sask., has been succeeded by Katz Bros.

Western Ice Cream Co., Brandon, Man., has sold to Brandon Creamery Co., Ltd.

The People's Cash Store, general store, Grandview, Man., has discontinued business.

Kluner & Tannerbaum, grocers, St. James, Man., have been succeeded by J. Finn.

Fort Garry Market Co., Ltd., grocers, Winnipeg, Man., has discontinued business.

Hafford Farmers' Supply Co., general store, Hafford, Sask., has been succeeded by I. Polsky.

G. S. Coppin, general store, Kamsack, Sask., has been succeeded by Goody & Adilman.

A general meeting of the members of the Canadian Credit Men's Association was held at the Fort Garry Hotel, Winnipeg.

The Robt. Gillespie Co., Vancouver, have been appointed agents in British Columbia for John MacKay Co. of Bowmanville, manufacturers of MacKay's Barley.

Mr. Finlaison and family have arrived at Vernon, B.C., from Edmonton, where Mr. Finlaison will have charge of the branch of the Dominion Canners.

The death occurred at Regina on Thursday, April 11, of Mrs. Michie, wife of Chas. Michie, of the staff of the McLean Wholesale Grocery. Mrs. Michie was the daughter of Mrs. John Watt, Regina.

The cold storage plant of the Saskatchewan Co-operative Creameries, Limited, at North Battleford, is under way. The foundation was completed before winter set in, and it is hoped to complete the building early this spring. The canvass for stock is being pursued actively and tenders will be called for the erection of the building shortly.

S. C. Burton, general manager of Cameron & Heap, Ltd., Regina, was elected president of the Manitoba and Saskatchewan Wholesale Grocers' Association, at a meeting held at Regina on April 19. O. Marrin remains vice-president.

A petition has been circulated by the Retail Merchants' Association of Regina, Sask., asking that the city by-law be amended so as to provide for Wednesday half-holidays for three months during the summer.

C. S. Williams, sales manager of the Scott, Bathgate Co., manufacturers' agents, Winnipeg, is in the East on a business trip. He was a visitor at the Toronto office of CANADIAN GROCER on Monday.

APPOINT EGG INSPECTORS

Hon. T. A. Crerar has announced the intention of the Federal Department of Agriculture to appoint five egg inspectors for the Dominion.

H. L. PERRY DEAD

Had Built Up Splendid Storage and Forwarding Business, and Was an Expert in His Line

The death occurred on Wednesday, April 24, of H. L. Perry, head of the H. L. Perry Co., Winnipeg, the storage and forwarding agents. His end came rather suddenly, the cause being pneumonia. Mr. Perry was for a long time connected with the Canadian Northern Transfer Co., where he looked after the pool car shipments. In this position he acquired expert knowledge of the details



H. L. Perry and three of his able assistants. Mr. Perry is the second from the left.

connected with such work, and of the territory covered by the railways, such as few men possessed.

About five years ago he started in business as a storage and forwarding agent, in partnership with the late W. J. Dobson. After the latter's death he continued the business under the name of the H. L. Perry Co., 214 Princess Street, Winnipeg, developing a business that was known all over Western Canada. Mr. Perry was always willing to put himself out to help his patrons. He will be sadly missed by the trade in Western Canada, as there are few men, if any, capable of taking his place.



Lieutenant George Bruce Borthwick, who has been officially reported killed on April 16, enlisted in Toronto with the 12th York Rangers. He took out his commission and was attached to the 220th Battalion. While at Camp Borden he obtained his captain's papers, but finding that to wait for this higher rank would entail a long delay, he left it in abeyance and went to France last November with the 19th Battalion. Lieut. Borthwick was born and educated in Toronto and was an accountant for the White Swan Spices and Cereals, Ltd., before enlisting for overseas service. His father and mother reside at 22 Tiverton avenue, and his only brother, Private James Borthwick, is in France with the 15th Battalion, having returned to the firing line after being wounded at Vimy Ridge.

TWO MONTREAL BROTHERS MISSING

Early in the week Mr. and Mrs. J. H. Magor, of Montreal, received word that their two sons—Capt. Norman Magor and Capt. Gerald A. Magor, both of whom were members of the Royal Air Forces, were missing. Both had enlisted early in the war and have been overseas for about three years.

Both boys were home for a short time and left again for England early in January last. Capt. Norman Magor was associated with his father in the manufacturers' agency business.

Mr. and Mrs. Magor will have the sincere sympathy of their many friends in this anxious hour, and it is hoped that their sons may yet turn up safe and sound.

NEW RATES ON CANNED GOODS

The Interstate Commerce Commission at Washington, D.C., has tentatively approved the filing of new rates on canned goods in carload shipments from points in Oregon, Washington aud Idaho to various destinations in Manitoba and Ontario.

ESTABLISHING IN CANADA

LONDON.—"O-T" Limited, London, England, have established a factory in Hamilton, Ont., to take care of Eastern Canadian business, also one in Vancouver for the West. They may probably establish one in Winnipeg later on. This firm manufactures a beverage which they claim improves the taste and character of various kinds of drinks.

FOOD CONTROL COSTS GOVERNMENT $105,159

In reply to a question as to the cost of operating the Food Control Department, including salaries, temporary employment, traveling expenses and services of all kinds from the date of the organization of the branch to December 31st, 1917, Hon. Mr. Crerar announced recently that the cost was $105,159.

MAY BE SUCCESSOR TO W. F. O'CONNOR

Dr. R. J. McFall, of the Census and Statistics branch of the Federal Trade and Commerce Department, is stated to be a probable successor to W. F. O'Connor, who recently resigned.

Dr. McFall is a former professor of political economy in the University of Minnesota. He is a Nova Scotian and a graduate of Columbia University. He has made a special study of trusts and combines.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

LICENSE FOR THE GENERAL STORE

Does the retail grocers' license take in the general store in the country as well as the store that specializes in only one line of goods?

Blue Bros., Eustis, Que.

Ans.—Yes. The retail grocers' license covers all the business of the general store.

THE SMALLEST BAG OF FLOUR THAT MAY BE SOLD

Will you please advise what is the smallest bag of flour that the retailer can sell?

A. Filion, Montreal.

Ans.—The retailer can sell flour in any size package he may find in demand. The manufacturer, however, is prohibited from selling anything smaller than a 20-pound bag. Packages smaller than that must be put up by the merchant himself. There is no likelihood of any change in this regulation.

DRUGS THE GROCER OR GENERAL MERCHANT MAY HANDLE

Will you please tell me the drugs that the grocer is not allowed to handle?

J. Platt Roes, Ona Station, Ont.

The list includes a multitude of drugs, too numerous to publish. Roughly speaking, the general merchant may handle any recognized patent medicine, and other drugs that are not poison, or combinations containing poison. These may only be sold by a graduate pharmacist. An article dealing with this matter appeared in CANADIAN GROCER Dec. 21, 1917, page 24. Copy has been mailed.

THE STATUS OF A WHOLESALE GROCERY BROKER AND JOBBER

I would like some information as to the status of the wholesale grocery jobber and broker, who sells to the retail trade under the license of the Canada Food Board. Whom may they sell and where is the law drawn between them and the retailer? In this city the line has never been discernible.

——— Hamilton, Ont.

Ans.—The act defines a Wholesale Jobber, as one who regularly deals in merchandise acting as an importer or dealer on his own account and sells only to the manufacturing and wholesale trade.

A Broker is one who does not warehouse or handle goods, but acts as an intermediary between seller and buyer, selling on brokerage or commission basis only.

A Wholesaler is one who buys in wholesale quantities and warehouses his purchases, and of which not less than 90 per cent. of the total value thereof are sold to the retailer.

It is evident from these definitions that neither the Broker nor the Jobber has a right to deal with the public. The 90 per cent. clause in the Wholesaler's definition gives scope for such trading as our correspondent notes. There is no penalty noted for infringement of these regulations, but it is probable that if such infringements were proven it would entail the cancelling of the license.

PRODUCE DEALERS IN ST. JOHN, N.B.

Will you give me the names of some produce dealers who handles eggs in St. John, N.B.?

Cascapedia Mfg. & Trading Co., Chaleur, Que.

Ans.—The following are produce dealers in St. John, N.B.: Wilford C. Day, 579 Main St.; T .Collins & Co., 16 North Market St.; Slocum & Ferris, City Market; A. F. Kierstead, 265 Chesley St.; O. S. Dykeman, 36 Simonds St.; A. L. Goodwin, 36 Germain St.

IS LICENSE NUMBER NECESSARY ON ALL STATEMENTS?

Will it be necessary to have license number on all printed matter relating to the business such as triplicate counter checkbooks, office stationery, etc.?

Fraser Durham Co., Ltd., Foremost, Ont.

Ans.—Yes. All printed matter and invoices going out from the store must bear the store's license number. This number may be stamped on with a rubber stamp without causing much inconvenience.

A MARKET FOR BALED PAPER

Could you tell me where I could find a market for baled paper?

P. E. Barry, Redditt, Ont.

Ans.—Paper is selling at very low figures at present, about $12 a ton. It would be advisable, if possible, in attempting to sell to join with other merchants in making a carload, or to wait until a large shipment was available otherwise the freight charges would eat up any possible profit.

Pullan & Co., 10 Maud Street, Toronto, are in the market for waste paper.

GROCERY LICENSE APPLICATION FORM

Where shall I apply for a retail grocery license?

W. J. Ruston, Keys, Man.

Ans.—Apply for license form to H. J. Curle, Secretary R.M.A., 605 Quebec Bank Bldg., Portage Avenue, Winnipeg. Fill out application and mail to Henry Amphlett, Director of Licenses, Food Control Board, Ottawa, Ont.

GASOLINE TANKS

Kindly put me in touch with a firm selling gasoline tanks. I would also like to know prices for one tank of one thousand gallon capacity.

J. A. Lepage, Chicoutimi, Que.

Ans.—Following is a list of manufacturers who could supply you with complete tank and pump for gasoline storage: S. F. Bowser & Co., Toronto and Montreal; Imperial Oil Co., Ltd., Montreal; Wayne Oil Tank and Pump Company, Woodstock. The following are names of manufacturers who could supply you with the tank alone: Walsh Plate & Structural Works, Drummondville, Que.; W. C. White Boiler Works, Montreal; Farand & Delorne, Montreal; Beattie Bros., Montreal.

There is a wide range in prices on such gasoline storage tanks, and prices are largely governed by details which you have not given us. We would, therefore, suggest that you get in touch with some of the firms mentioned in regard to price quotations.

N.S. WHOLESALE GROCERS; LINES ON COMMISSION

Which is the best and cheapest wholesale grocery in Nova Scotia? Where can I get lines to sell on commission?

Walter Beck, North Sydney, N.S.

Ans.—Following are some of the larger wholesale grocery houses in the province of Nova Scotia. It is impossible for us to say which is the "best and cheapest" house: Wentzells, Ltd., Halifax, N.S.; A. & W. Smith & Co., Halifax; Payzant & Eng, Halifax; The Cape Breton Wholesale Grocery Co., Ltd., Sydney, C.B.; Wm. Law & Co., Yarmouth, N.S.

There is no definite place to secure names of firms desiring agents to sell on commission basis. Most of the well known lines sold in this country are in the hands of reputable brokers. We suggest that you watch advertisements of manufacturers in United States trade and general papers and make application to them concerning representation in Canada.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

INTEREST has centered on the Budget speech brought down in the House of Commons on Tuesday and the lines in which the grocer will be particularly interested are tea, coffee, chicory and tobacco. In brief, there has been a customs duty of 10 cents per pound levied on tea, and an excise duty of 10 cents per pound on all stocks now in dealers' hands. The customs duty on green coffee and chicory has been made 5c per pound British preferential and 7c intermediate, as against 2¼c and 3c formerly levied. The excise on tobacco, cigars and cigarettes manufactured from foreign leaf has just been doubled, and an excise of 5c per pound is now to be imposed on the home-grown raw leaf. Another item to be affected is matches, on which an excise taxation of one cent per hundred is imposed. At time of going to press, it is impossible to secure expressions of opinions from manufacturers and wholesalers affected.

Imported groceries generally are reaching a low ebb as regards supplies, and little opportunity presents itself of replacing. Not only is difficulty in securing evident, but continually higher prices continue to be manifest. Orders now placed in foreign markets are only being accepted in the event of bottoms being available at time goods are ready, and no guarantees as to prices are given—in short, contracts cannot be made to-day for foreign goods.

MONTREAL—In a general sense all lines are maintained, with the undertone a strong one. Since last issue the Canada Sugar Refineries advanced its refined sugar price 25c to $8.65. Fair delivery of raw sugars has been made and distribution has been fair. The nut markets are very firm, with advances made for walnuts, almonds and peanuts. Canned goods are moving out well, as also are dried fruits. A new regulation is being made with regard to the shipment of matches via the Great Lakes. Boxes now have to be lined with tin, and this will be an item of increased cost. Spices are very firm. Candles, some lines of biscuits, chewing gum, cracked corn, fancy molasses, cotton and sisal rope and cotton lines are up. The general outlook is for active trade at fully maintained prices.

TORONTO—An unusually quiet situation prevails in all markets during the week, and price changes have been comparatively few.

New prices have been established on war grade flour which provide for a decline of 15c per barrel. This is due to the lengthening of the extraction from 74 per cent. to 76 per cent. The demand for wheat substitutes shows a decided increase and indicates that efforts to save wheat are bearing fruit. The action of the Government in curtailing the use of wheat flour in cakes and pastry is expected to still further relieve the situation, though as yet no opinions are given as to how greatly this will ease matters.

Government action in curtailing the amount of sugar which can be used in the manufacture of confectionery and limiting supplies which can be held by individuals will, it is thought, release greater supplies to the consuming public generally. With the preserving season not so far away, it would seem that every measure to enable refiners to provide surplus stocks should be adopted. How the householder will fare in distribution at that time has not yet been made the subject of an announcement by the Canada Food Board.

The position of spices may still be termed one of extreme scarcity and continued high prices. During the week sharp advances have been recorded in paprika, and intimations are that at primary points there is an absolute dearth of supplies. Nutmegs have also recorded an advance of 5c per pound in some quarters, and spot stocks are reported light. Celery seed is firm, and prices being quoted for the past few weeks by some sources are due for higher levels towards the end of this week, more in keeping with to-day's market.

A very firm situation prevails in all lines of nuts. Almonds and walnuts are reported as considerably higher for import, and an even stronger tone is expected to develop. Filberts, it is thought, will also go much higher.

WINNIPEG—Reports intimate that some improvement in the sugar situation is manifesting itself, supplies reaching the local market in better quantities, and distribution being increased accordingly.

There has been a comparatively heavy sale of canned vegetables during the past month, which has resulted in wholesalers' stocks becoming pretty well depleted. This has meant their going into the market for more goods, and as these are bought at considerably higher prices, revisions in prices to the retail trade may become necessary.

An advance has been registered in rice of ½c per pound, and further increases are expected. New prices have been established on corn syrup at considerably higher levels. Business at this point is reported very satisfactory.

QUEBEC MARKETS

MONTREAL, May 1.—The grocery markets are fairly active, when the season is taken into consideration. Prices are fully maintained, and it is apparent that good business will be available as soon as roads are better and when shipping begins to move, as it soon will.

Chewing Gum, Candles, Lye And Mustard Up

Montreal.

VARIOUS LINES.—Advances were made in the price of certain kinds of chewing gum. This is not large, the 5c package selling at 3c advance over the old price to 68c. For the 1c packages this jobber has increased his price to 72c. Candles have been advanced also, and these are selling in one quarter at 3c over previous prices per pound. One line of lye has advanced to $5 per case from $4.35. Loose mustard is quoted higher also at 20c per pound, an advance of 2c. A quantity of French olive oil is available at the advanced price of $5.50 per gallon.

Ground Sulphur Down; Raw Crystal Sugar Up

SULPHUR, RAW CRYSTAL SUGAR.—The price of ground sulphur is down in one quarter, the decline being 1c per pound. According to quantity the new prices are 5c to 6c lb. Jamaica crystal raw sugar is higher to 8¼c per pound, this being an advance of ¼c over the old price.

Ground Oil Cake Up; Also Two Kinds Rope

OIL CAKE, ROPE.—The price of ground oil cake is advanced by one of the jobbing houses, and the former quotations of $3.40 to $3.50 are now made at $3.75 and $3.85 per 100 pounds. Sisal rope is also higher, and for coils and half-coils the following prices are asked: Quarter-inch, 31c; ½-inch, 30c, and ¾-inch, 29½c lb. The advance is about 1c per lb. Cotton rope is firmer, too, and the price is now 65c. Cotton lines are up, the following prices obtaining here: 30-foot, $2.20 doz.; 40-foot, $2.65; 48-foot, $2.30; 60-foot, $4; 72-foot, $4.80; and 100-foot, $6.60. These advances are from 15c to 35c per dozen.

Some Raw Sugar Arrives At Coast Port

Montreal.

SUGAR.—The arrival at a Canadian port the past week of a large consignment of raw sugar is interesting, and indicates at least that the Sugar Commission is sending certain lots forward to meet the need of the refineries there. Locally there is little change in the situation. Canada Sugar Refineries advanced their price 25c to $8.65. Distribution seems to be more clearly defined now and the trade is being supplied with fair apportionments, say the refiners. Allotments of raws are being made in such a manner, it is understood, as to give all the refineries a fair percentage of what comes forward from the producing points.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 50c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Canned Goods Move With Prices Held

Montreal.

CANNED GOODS.—The market is rather active, considering the season of the year, and sales are well made at full prices for the most part. There is interest in the fact that the United States Government has made known its intention to absorb a considerable amount of the 1918 pack of certain kinds of canned vegetables, and the large amount of the salmon pack to be required for their needs will doubtless have a bearing on the prices here for salmon during the coming season. Without price changes and with most lines firmly held the market is steady.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	2 10	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Figs Selling Well; Dried Fruits Firm

Montreal.

DRIED FRUITS.—The market is one of steady buying and well maintained prices all through the list. It is said that figs on present basis are good buying, as the prices are bound to advance later. Apricots seem to be in favor at the present time, and a good general demand exists for prunes and peaches. The United States Government having taken, or signified its intention of taking, 10 per cent. of the 1918 crop of raisins, jobbers are beginning to wonder if this will not have a strengthening effect upon the quotations.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)	0 18	0 19
Drained Peels—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	5 75
Do., Dromedary	....	6 50
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 20
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s		0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Nut Prices Change; Will Rule High

Montreal.

NUTS.—The situation is one of continued firmness, and this condition has made a real active inquiry from the trade as to what various lines can be bought for. The markets change quickly, and advances have been made on peanuts and shelled almonds are figuring just now as one of the strongest items in the list. One jobber has already advanced his quotations on peanuts 4c a pound, and the tendencies are that these will rule very high. Trading is limited in some lines, but the outlook has stimulated a general brisk inquiry.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19

Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0(13½
Peanuts (Jumbo), per lb.	0 20	0 26
Peanuts, shelled, Spanish, No. 1.	....	0 17½
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 72
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

New Japan Teas Ready To Ship

Montreal.

TEA.—The market is steady and tendencies are toward higher levels. Trading operations are fairly well maintained and the stocks are ample to meet all requirements. It is stated that the Japan teas of the first picking are now about ready for export at the ocean ports. Freights have been advanced, and it will cost more, therefore, to lay teas down than it did last year. While there are no local changes of price, the situation is characterized by firmness.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 38	0 40
Pekoes, per lb.	0 40	0 46
Orange Pekoes	0 43	0 50
Javas—		
Pekoes	0 31	0 34
Broken Orange Pekoes	0 33	0 36
Orange Pekoes	0 35	0 40

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Coffee Steady; Trading Fair

Montreal.

COFFEE.—The coffee situation here remains steady, and prices are maintained without any changes. Interest centres this week in the action of the United States Food Board in deciding to regulate the importation of green coffees from Brazil. Complete returns are to be made of all lots bought and limitation of the quantity to be imported by any buyer is to be made relative with the average importations made by him for the preceding year of 1917. How this will affect the Canadian trade is not yet determined. Cocoa prices hold without change and trading is just fair.

Coffee, Roasted—		
Bogotas, lb.	0 28	0 32
Jamaica, lb.	0 28	0 25
Java, lb.	0 33	0 40
Maracaibo, lb.	0 23	0 24
Mexican, lb.	0 28	0 29
Mocha, lb.	0 34	0 37
Mochas (genuine)	0 43	0 48
Rio, lb.	0 19½	0 20
Santos, Bourbon, lb.	0 24	0 25
Santos, lb.	0 23	0 24
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Rice Holds Firmly; Trading Only Fair

Montreal.

RICE AND TAPIOCA.—The rice markets are reported fair, with quotations well maintained. In view of the transport situation there have been limited offerings in the New York markets and trading there is light. Locally some of the jobbers are selling at enhanced prices, and as they have grades of their own, or special brands in some cases, price quotations are made with quite a spread between. Tapioca is firm, and trading in this commodity is fair.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15*	0 16

Corn Syrup Brisk; Molasses Higher

Montreal.

MOLASSES AND SYRUPS.—The sale of syrups is said to be brisk, and the prices are fully maintained. This is a result of the good condition of the market, and the somewhat inferior quality of corn procurable has also been a contributing factor. Prices have been steady, and are ruling with a strong undertone. Fancy molasses is higher in price, and some of the jobbers have revised their quotations on the case goods. This represents a 10 per cent. advance on one line, and on another line the No. 2 size has advanced from $3 to $4 per dozen, and the No. 3 from $3.85 to $5.35. Barbadoes and other molasses are very firm, with some prices marked up, but within the following quotations:

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Prices for Island of	Prices for Montreal
Puncheons	0 92	0 98
Barrels	....	0 96
Half barrels	....	0 98

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

WHEAT SUBSTITUTES SELLING

Reports now available are to the effect that substitutes for wheat flour are enjoying a phenomenal sale. As a matter of fact, millers are having difficulty supplying the demand. Corn flour and barley flour are moving out rapidly and prices on corn flour have stiffened considerably. There are indications that some drastic changes in respect to wheat flour may be expected during the next couple of weeks.

Beans Are Firm; Sales Just Fair

Montreal.

BEANS.—The market is not characterized by any notable activity, and yet the situation is quite generally maintained. There is really considerable spread in quotations, and the jobbers are asking various prices according to the grade of the stock they happen to have. There seems to be but a small lot of the Ontario beans here, and these are mentioned as of poorer quality than is usual. Quotations are held unchanged.

Beans—		
Canadian, hand-picked, bush.	9 50	10 50
Ontario, new crop, 3 to 4 lbs.	....	8 50
British Columbias	....	8 16
Do., in 100-lb. sacks, gross, per 100 lbs.	15 00	15 50
Canadian, 4-5 lb. pickers	8 15	8 25
Michigan, 3-lb. pickers	9 00	10 00
Michigan, nand-picked	9 50	10 50
Yellow Eyes, per lb.	....	0 14
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	....	0 20
Chilean beans, per lb.	....	0 14½
Mancurian white beans, lb.	....	0 15
South American	....	5 20
Peas, white soup, per bushel	5 00	5 50
Peas, split, new crop, bag 98 lbs.	11 00	11 25
Barley (pot), per bag 98 lbs.	6 25	7 25
Barley, pearl, per bag 98 lbs.	7 50	8 00

Rolled Oats Easier; Cornmeal Very Firm

Montreal.

CEREALS.—The cereal market is characterized by a fair amount of trading. Cornmeal is very firm. Corn continues to be of an uncertain quality, a large importer stated, and this has served to maintain a high price basis for the better grades of cornmeal products. Rolled oats are easy this week, and the market is less firm than it was a few days ago. Pot barley is quoted a little lower, while cracked corn has advanced 50c to $7.50. Rye flour still is very firm and in active demand.

Cornmeal (pure gold)	....	7 00
Cornmeal (Gold Dust)	6 40	7 25
Barley, pearl	8 25	8 75
Barley, pot, 98 lbs.	6 15-6 25	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	6 50	7 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 04-6 25	6 50
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb bags	5 50	5 85
Rolled oats (family pack.), case.	2 12½	5 80
Rolled oats (small size), case.	....	....
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots, 98 lbs.	8 50	8 60

Flour Sales Steady; Feed Prices Lower

Montreal.

FLOUR AND FEEDS.—The situation is steady and demand fairly well maintained. The recent regulations as to the quantities to be used in the manufacture of various kinds of food indicate a closer check on distribution, and the mills are working in conjunction with the requirements of the Food Controller's Department. Every effort seems to be made with a view to increasing needed export to the Allied countries and to the armies of the Allies overseas. Prices are unchanged at last week's revision. The situation on feeds is somewhat of a better tone in that crushed oats and barley meal have been reduced by the millers

$2 to $3 per ton. Feed oats are easier at $1.09 to $1.12.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	35 40	....
Shorts	40 40	....
Crushed oats	66 00	73 00
Barley chop	75 00	87 00
Barley meal	75 00	77 40
Feed oats, per bushel	1 09	1 12

Apples Scarcer; Pineapples Easier

Montreal.

FRUITS.—The fruit market is practically bare of some lines. Strawberries have not been so plentiful the past week and some lines of apples are now scarce. Price changes in fruit have been fewer and the supply of navel oranges has improved and prices consequently are easier. Choice Messina lemons are selling at $4.25 per box. The demand for apples in the small baskets is still good among the retail trade and pineapples are in good demand with the price lower to $5.50 per crate.

Apples—		
Wealthy, No. 1, bbl.	7 00	7 50
Ben Davis	4 00	4 50
Russets	4 50	5 00
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	....	2 75
Bananas (fancy large), bunch	4 00	4 50
Cranberries (gallon)	....	1 25
Cocoanuts, sack	7 25	9 00
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96	....	4 50
Grape fruit (fancy Porto Ricos) 54, 46	3 75	4 25
Lemons (fancy new Messina)	....	4 50
Lemons (choice)	....	4 25
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 00	7 25
Oranges, Porto Ricos	....	5 50
Oranges, California navels	6 00	8 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Pineapples, Cuban (crate)	....	5 00
Pineapples, Florida	....	5 50
Pears, eating (doz.)	0 30	0 60
Rhubarb (doz)	1 50	1 75
Strawberries (box)	0 22	0 32

Vegetables Held at Fair Prices

Montreal.

VEGETABLES.—There is a fair amount of trading for the fancy imported vegetables, although these sell in defined lots to the people who can afford to pay the higher prices. The demand for coarse vegetables is maintained and these are selling at easier prices, the usual lines such as carrots, turnips, beets, etc., selling in some instances at open prices. Some lines are scarce, that is of the imported varieties as transportation is slow.

Beans, new string, (25-lb. basket)	....	4 00
Beets (60-lb. bag)	....	0 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	3 50	4 50
Cabbage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate	....	4 50
Cabbage, new Florida, hampers	2 00	2 25
Carrots (bag)	0 50	0 75
Carrots, new (doz. bunches)	....	1 50
Celery (Wash.), doz.	....	1 50
Celery, Florida	2 75	3 25
Cucumbers (Boston), doz.	2 50	3 75
Cucumbers (hampers)	4 00	4 25
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (3 doz.)	2 50	2 75
Lettuce, curly (doz.)	0 90	1 00
Lettuce (Boston) as to size, box	2 25	4 00
Lettuce (Florida), hamper	2 75	4 00
Lettuce (California), 5 doz.	5 50	6 50
Leeks	....	5 00
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (70-lb. bag)	....	1 00
Onions, red (100-lb. bag)	....	2 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 60
Romane	....	0 50
Radishes (doz.)	....	1 00
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	4 75	6 00
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 00

Maple Products Still in Farmers' Hands

Montreal.

MAPLE PRODUCTS AND HONEY.—A good run of sap has resulted in the make of maple sugar and syrup being large this year, fully up to normal, say the produce men. It is felt that a great deal of this is still held in the hands of the farmers and much is still to be marketed. The prices are fully maintained and sugar is firmer this week at 21c to 22c per pound. Some have used wood kegs this year to put syrup in, the cost of the usual tin cans being so high. Honey is scarce and there has been a fair demand at unchanged prices.

Honey—		
Buckwheat, 5-10 lb. tins, lb.	....	0 19
Buckwheat, 60-lb. tins, lb.	....	0 16½
Clover, 5-10 lb. tins, per lb.	....	0 22
Clover, 60-lb. tins	....	0 21
Comb, per section	....	0 21
Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 70	1 90
Syrup, 5-gal. tins, per gal.	....	1 85
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 19	0 22

General Firmness To Spice Market

Montreal.

SPICES.—The situation is firm. Sales are rather of a sorting nature all around and with the outside conditions indicating a constant upward tendency and actual revisions being effected there the situation here promises to be one of advancing costs. Pepper has been very active in the States market and spot stocks are small. Cloves, pimentos and nutmegs are in active demand across the line.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	0 25	0 30
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 22	0 25
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

ONTARIO MARKETS

TORONTO, May 1.—An unusually quiet situation prevails in all markets during the week, and very few important changes have been recorded. A decrease in the price of flour of 15c per barrel, due to lengthening of the extraction, has taken place. Spices continue very strong and very scarce. There is little new in the tea or coffee markets. Advances in olive oil have taken place, and this line is reported scarce.

Sugar Situation Shows Little Change

Toronto.

SUGAR.—There has been little actual change in the sugar situation during the week, receipts being about the same, and distribution equalized as well as possible. An advance of 25c on Redpath has been made during the week. Some little flurry has been caused over the Government order restricting the use of sugar in confectionery, but as yet there are none who will venture an opinion as to just what the results may be. Practically all, however, believe the move a step in the right direction and anticipate a considerable saving. Under the International Sugar Committee agreement a cargo of Cubas has been ordered to Montreal for use of the two Montreal refineries. Outside of one cargo diverted to St. John, N.B., this is the first shipment of Cuban sugars to Canada under the agreement extending over a period of some months.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	8 97
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Olive Oil Higher, Scarcer; Candles Up

Toronto.

OLIVE OIL, CANDLES.—Olive oil is becoming increasingly scarce and advances in price on at least one line have been recorded during the week as fol-

lows: No. 2, 48/2 oz., $1.45 per dozen; No. 4, 24/4 oz., $3.50; No. 8, 24/7½ oz., $6.00; No. 16, 12/6s, $10.00. Candles have also gone to higher levels due to scarcity of paraffine and quotations now being made are for 6s in cartons, 18½c full case, 19c pound, single carton; for 12s in cartons, 19½c full case, 20c per pound single cartons; for 12s loose, price is 18c per pound. Miscellaneous items on which new prices at higher levels have been named follow: Comfort soap powder, $2.35; Crystal sal soda, 36s, pkgs., $2.15 case; Kleano, $1.40; Ideal Blue, $2.45; Comfort Blue, $2.95; Comfort Lye, $5.00 box; mustard, 5-pound cartons, 22c.; 5-pound tins, 24c per pound; Canuck cleanser, 50-pound boxes, 7c, 300-pound barrels, 6c per barrel; Castile soap, 20/25, $5.75 case. Imperial Tobacco plug tobacco is up. Robertson Bros., candy manufacturers, have advanced all their confectionery 3c per pound.

Good Stocks Of Molasses; All Grades

Toronto.

MOLASSES, SYRUPS.—Good stocks of molasses, all grades, are now reported available. Shipments from the south are coming in freely and Barbadoes, which has been months in transit, is reaching destination. Prices have been firmly maintained during the week.

Corn syrup and cane syrup are enjoying a fair demand at the present time. Prices are very firm though no change has been reported as yet.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	4 65	5 15
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.: ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy Barbadoes, barrels	0 98	1 00
Choice Barbadoes, barrels	0 88	0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs	....	6 50
West India, 5-gal. kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 75
Tins, 3-lb. table grade, case 2 doz. Barbadoes	....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Jams Somewhat Firmer; Vegetables Moving

Toronto.

CANNED GOODS.—Some advances have been recorded in jams during the week, two lines going to higher levels as follows. Quotations are for 4s tins and the two prices shown represent different manufacturers' quotations: Strawberry, 83c-87c; raspberry, 82c-85c; black currant, 75c-83c each.

A very fair demand for canned vegetables is reported in some quarters and it is expected a good consuming demand will soon be manifest. Prices show a slightly narrower range on some lines.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	2 00	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Miaget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 82	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Unshipped Orders; Raisins Cut Down 10%

Toronto.

DRIED FRUITS.—All unshipped orders of raisins, fancy seeded, 3-crown muscatels, etc., have to be cut down 10 per cent. owing to action of U. S. Government in commandeering a portion of crop. This will affect shipments coming through to Canada to this extent as well. In some quarters prunes are reported temporarily scarce though further shipments are rolling and expected within a few days. Prices have remained firm and unchanged during the week.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Position Of Tea One Of Strength

Toronto.

TEAS.—The position of tea is one of increasing strength. Shipment of Java teas has not been resumed as yet and it was intimated in some quarters that unless shipping is resumed in two or three months an advance of at least 10c per pound is likely. Tea is reported moving very freely. Shipments of Ceylon and India teas which have been in transit for some time are thought to be all in and no further supplies moving yet.

Ceylon and Indias—		
Pekoe Souchongs	0 36	0 38
Pekoes	0 38	0 46
Broken Pekoes	0 46	0 48
Orange Pekoes	0 48	0 50
Broken Orange Pekoes	0 50	0 52
Javas—		
Broken Pekoes	0 35	0 38
Japans and Chinas—		
Early pickings, Japans	....	0 40
Second pickings	0 30	0 38
Hyson Thirds, lb.	0 30	0 35
Do., Seconds	0 40	0 45
Do., Sifted	0 40	0 52

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Licenses Slow In Being Granted

Toronto.

COFFEE.—Licenses to bring in coffee from the United States now have to be secured and the Government there are slow in getting these through. This serves to stiffen the market considerably and stocks are reaching a lower point every week. A good demand is apparent, orders going out freely.

Coffee—		
Bogotas, lb.	0 28	0 30
Guatemala, lb.	0 24	0 25
Maracaibo, lb.	0 25	0 29
Mexican, lb.	0 27	0 31
Jamaica, lb.	0 26	0 30
Blue Mountain Jamaica	....	0 40
Mocha, Arabian, lb.	....	....
Rio, lb.	0 19	0 23
Santos, Bourbon, lb.	0 25	0 26
Chicory, lb.	....	0 20
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Paprika Higher; Nutmegs Go Up

Toronto.

SPICES.—Paprika is reported very quiet, reports indicating an absolute dearth of supplies at primary points. This is being reflected here and new prices established in some quarters range from 50 to 55c per pound. Nutmegs have also reached higher levels and spot stocks are considered light. A very firm situation prevails in celery seed and quotations at low points shown below will undergo revision upward towards the end of the week, more in keeping with today's market.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55

Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Pickling spice	0 22	0 25
Peppers, black	0 39	0 46
Peppers, white	0 40	0 45
Paprika, lb.	0 45	0 55
Nutmegs, selects, whole, 100s	....	0 45
Do., 80s	....	0 55
Do., 64s	....	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 45	0 68
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Increased Demand Expected For Nuts

Toronto.

NUTS.—An increased demand for salted peanuts and other lines of nuts owing to the restrictions placed on sugar in confectionery manufactured is thought likely to develop by some. Almonds for import would cost 3c per pound more than recent arrivals and an even stronger market is expected. Indications also point to an advance in filberts. A fair demand exists and prices hold at high levels.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s, 150s	7 50	8 50
Shelled—		
Almonds, lb.	....	0 45
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Beans Plentiful; Demand Light

Toronto.

BEANS.—A plentiful supply of beans is reported in all quarters. Large quantities have been reaching the local market during the past few days, and Ontario 1 and 2-lb. pickers show an easier tendency. The quality of those offering is said to be very good.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 19	0 22

No New Developments In Rice Situation

Toronto.

RICE.—The rice situation, as outlined the past couple of weeks in these columns, shows no new development of particular interest. Prices have been firmly maintained, with a fair demand existing.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Package Goods Hold In Firm Market

Toronto.

PACKAGE GOODS.—There has been no change in package goods during the week, prices being firmly maintained in all lines. The demand for all lines is fairly good, though rolled oats generally are not moving quite so freely.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 85	6 35
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons.	0 10	0 11½
Do., in 6-lb. tins	....	0 13

BEANS VERY PLENTIFUL

Indications are that farmers are now trying to unload stocks of beans which they have been carrying over the winter. It was intimated in CANADIAN GROCER *some months ago that farmers were evidently hoarding their supplies of beans in the hope that this spring they would be able to procure excessively high prices. However, wholesalers intimate that their stocks are in good shape and farmers are not meeting with a ready sale for their beans. What effect this big offering will have on prices is still uncertain, though one line has undergone a slight revision downward. At the present, beans are plentiful with demand rather light.*

Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Maple Syrup Slightly Easier; Fair Movement

Toronto.

HONEY, MAPLE SYRUP.—A decline in Pride of Canada maple syrup has been recorded in some quarters, and prices now being quoted are, per case: 36 16-oz. bottles, $15.10; 12 32-oz. bottles, $8.50; 24 32-oz., $16.70; 24 2½-lb. tins, $18.50; 12 5-lb. tins, $17.10; 6 10-lb. tins, $15.10; maple sugar, 50 ½-lb. cakes, is now quoted at $8.40 case. A very good demand exists, and orders are going forward freely. Honey is fairly high in price, and little offering. Stocks are at a very low point.

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	11 00	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	12 50	18 50
No. 3, 32-oz. bottles, 24 to case.	....	16 70
Gallon tins, Imperial, per gal.	....	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Oranges Slightly Easier; Grapefruit Light Supply

Toronto.

FRUIT.—A somewhat easier tone marks the position of oranges locally. Stocks held are mostly sweets and navels, and to move quickly prices favor the buyer. Valencias are down in some quarters, quotations now being made ranging as follows: 100's, $6.50; 126's, $7-7.50; 150's, 176's, 200's, 216's, 250's, $7.25-8.00; 288's, $6.50; 324's, $5.00-5.50 box. Grapefruit supplies are rather light, and little more expected. No permits for further shipments of Jamaica have been granted as yet. Boxed apples are becoming scarce, and it is intimated shipments from primary points have ceased. A car of fancy Newtons are expected this week, and it is said this will be the last car. A good supply of pineapples is available, and prices are down somewhat. Some shipments of strawberries have reached the city, but as a whole there are few offering. Prices at primary points are high, and great difficulty is being experienced in some districts securing express cars.

Apples—		
Arkansas Blacks, box	2 75	3 25
Winesaps, box	2 75	3 25
Rome Beauty, box	....	....
Ontario—		
Baldwins, No. 1, bbl.	6 50	....
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree run	4 50	5 50
Mann, No. 1, bbl.	4 50	5 50
Do., No. 2, bbl.	3 25	4 50
Pewakee, No. 1, bbl.	....	4 50
Do., No. 2, bbl.	....	3 50
Starks, No. 1, bbl.	4 50	6 00
Do., No. 2	3 50	5 50
Ben Davis, No. 1, bbl.	3 50	4 00
Do., No. 2, bbl.	2 50	3 50
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1	....	4 50
Do., No. 2	....	3 50
Wagner, No. 1	....	....
Do., No. 2	....	....
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 50
Grapefruit—		
Jamaica, 46s, case	4 75	5 50
Do., 64s, 96s, case	4 75	5 50
Do., 80s	4 75	5 50
Floridas, 36s, 46s, case	4 50	5 50
Do., 54s, 64s, 80s, 96s	5 00	5 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 50	5 00
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	....
100s	5 50	6 00
126s	....	7 50
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s	....	....
126s	....	7 50
150s	....	8 00
176s, 200s, 216s, 250s	....	8 00
Lemons, Cal., case	5 00	6 25
Do., Messinas, box	5 50	6 00
Pears, Cal., box	....	....
Pineapples, Porto Rico, cs. 24-30s	4 75	5 75
Rhubarb, dozen	1 00	1 40
Malaga grapes, keg	....	....
Strawberries, pints, 24s	0 22	0 23
Do., quarts	0 30	0 40

Tomatoes Firmer; Cucumbers Down Again

Toronto.

VEGETABLES.—In some quarters it was intimated tomatoes were slightly easier, while prices established by others are at higher levels. Florida are running off, and it is said there are a lot of poor offering. A further decline in cucumbers has been recorded, Florida in hampers selling down to $3.75 to $4.25. Florida cabbage is nearly done, but shipments of Carolina and Mississippi are arriving, quality said to be excellent. Carolina in large flat crates is selling at $5.00, with prospects of a decline, and Mississippi in large square cases at $5.50 case. There is little cauliflower offering, and celery is done. A car of Texas Bermuda onions in crates is in, being quoted at $3 crate. Louisiana spinach, bushel hamper, is offered at $2.75 to $3.

Asparagus, Cal., bunch	....	0 65
Artichokes, Cal., doz.	1 75	2 00
Beets, bag	0 75	1 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	5 00	5 50
Carrots, bag	0 50	1 00
Celery, Ontario, doz.	....	....
Do., California ,case	....	....
Do., Florida, case	....	....
Cucumbers, Boston, doz.	3 00	3 50
Do., Florida, hamper	3 75	4 25
Lettuce, leaf, doz. bunches	0 25	0 30
Do., head, hamper	3 00	3 75
Mushrooms, basket	....	2 25
Onions—		
Spanish, crates	3 00	4 00
Spanish, half crates	1 75	2 25
Do., Canadian, 75-lb.	....	1 25
American, 100-lb. sacks	....	1 50
Potatoes—		
New Ontario, bag	1 65	1 75
N.B. Delawares	1 75	1 90
P.E.I., bag	....	1 75
Spinach, hamper	1 35	2 00
Tomatoes—		
Floridas, 108s, 120s, 144s, 180s, 216s, case	4 50	6 50
Parsnips, bag	0 75	0 80
Parsley, doz. bunches	0 75	0 90
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 65

Flour Declines; Extraction Lengthened

Toronto.

FLOUR.—New prices have been established on flour, which provide for a decline of 15c per barrel. This is due to the lengthening of the extraction from 74 per cent. to 76 per cent. Prices now being quoted by millers are the same for all grades, as shown below:

War Grade, 76% extraction—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

No New Developments Reported In Mill Feeds

Toronto.

MILL FEEDS.—There have been no new developments of interest in respect to mill feeds. Prices remain unchanged, and the demand continues in good volume.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40
Special middlings	.....	.....
Feed flour, per bag	.....	.....

Rolled Oats Easier; Rice Flour Up

Toronto.

CEREALS.—A slightly easier tone is noted in some quarters in rolled oats, and quotations as low as $5.80 per 90-lb. bag are being made. Rice flour has advanced in some quarters to 11c per pound. A slightly firmer tone is apparent in rolled wheat. Other lines remain steady.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	$7.35-$ 7.95	$ 8.00-$ 9.00
Barley, pot, 98s	6.00- 6.50	6.00- 7.50
Cornmeal, 98s	6.50- 7.00	7.00- 7.25
Corn flour, 98s	....-	....- 7.75
Farinas, 98s	....-	....- ....
Graham flour, 98s	5.60-	6.00- 7.00
Hominy grits, 98s	....-	6.50- 6.60
Hominy, pearl, 98s	....-	6.50- 6.60
Rolled oats, 90s	5.65- 5.90	5.80- 5.85
Oatmeal, 98s	6.50- 7.00	6.40- 7.00
Rolled wheat, 100-lb. bbl.	....-	6.75- 7.00
Rice Flour, per 100 lbs.	..-	11.00 12.00
Wheatlets 98s	....-	....- ....
Peas, yellow, split	9.50- 10.00	10.00- 10.50
Blue peas	....-	....- 0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, May 1.—It is stated that macaroni has been definitely embargoed for shipment from the United States. Another line which is being restricted is coffee, making it very difficult to secure stocks in Canada. A large American importer advises that coffee is on the embargoed list, and can only be exported to Canada on a license secured from the American Government.

There was a welcome fall of snow in Western Canada last week-end, which was needed, as the ground had become very dry and grain was being blown about by the wind.

GRAHAM FLOUR IN SEVEN-POUND BAGS

In view of the Government's decision to regulate the amount of flour, etc., to be held by householders, it has been decided to permit the marketing of a seven-pound package or paper sack of Graham flour. This was decided upon on Saturday last when the new regulations were considered. Such was the information given CANADIAN GROCER *by a miller who had returned from Ottawa.*

New Prices Announced On Corn Syrup

Winnipeg.

SYRUP.—The advance on corn syrup which has been anticipated went into effect last week and amounts to about 12 per cent. New prices on Crown and Beehive are: 24 x 2, per case, $4.85; 12 x 5, per case, $5.50; 6 x 10's, per case, $5.25; 3 x 20's, per case, $5.25; half-bbls., per lb., 7¾c.

Dates Said To Be Entirely Off Market

Winnipeg.

DRIED FRUITS.—A jobber assured us this week that dates were absolutely off the market, and that he had been advised by New York importers that they were unable to supply him, not being able to import these goods. He further stated that he did not think there were any spot goods in Winnipeg to speak of.

Sugar Not Nearly As Scarce As In March

Winnipeg.

SUGAR.—This commodity is still very scarce, although the situation is not as bad by any means as it was in March. However, the retailer should not get the idea that there is a lot of sugar in Winnipeg. Whereas last month there was not enough to supply the retailer, this month there is enough to give each a little. There have been further advances in the price of sugar, Redpath's going up 16c per cwt. on the sugar and 5c on the sacks, making a total of approximately 20c, and bringing their price to the retail trade $9.55 per 100 pounds. St. Lawrence sugar stands at $9.70 and Lantic $9.80.

Expect An Advance On Canned Vegetables

Winnipeg.

CANNED GOODS.—There is every possibility of an advance taking place in the price of canned tomatoes and canned corn, and even on many other lines of canned vegetables. The reason for this is that jobbers have been compelled to make considerable purchases from wholesale grocers in Eastern Canada. They state that the selling price to-day is lower than what new goods are costing them.

Rice Quotations Have Been Advanced

Winnipeg.

RICE.—Quotations in Winnipeg have advanced considerably on rice this week, both on Siams and Japans, and from all appearances there will be further advances before very long. The increase amounts to half a cent on both Japans and Siams, quotations now being: Siams 100's, 8¾c; fancy Japans, 9½c; extra fancy Japans, 10½c per pound. Tapioca—This line has been selling at 13¼c, but jobbers are planning an advance, as the cost to them has been increased again for shipments to arrive.

Cornmeal Weakens, But Firms Up Again

Winnipeg.

CORNMEAL.—Some days ago there was a weakening in this market, but it was only temporary, being followed by a much stronger market.

Bananas And Grapefruit Up Because Of Shortage

Winnipeg.

FRUITS AND VEGETABLES. — Bananas have taken an advance on account of acute shortage, and are now quoted 7½c lb. For the same reason grapefruit has gone up to $6 per case. Louisiana strawberries are finished, and Arkansas berries at $10.50 per case of 24 quarts take their place. New vegetables are expected this week; there is a big demand for them, but they are hard to procure.

FOODSTUFFS ORDERED SOLD BY FOOD BOARD

First Case in Canada Where Action Has Been Taken to Compel Sale

For the first time in Canada two carloads of foodstuffs located at Regina were ordered during the week of April 15 to 20, by the Canada Food Board, to be placed on the market for immediate sale, to prevent the goods from spoiling. The goods affected was a car of onions from Spain and a car of raisins from California. In both cases the foodstuffs were shipped to Regina firms but refused in the first instance owing to the condition of the goods upon their arrival.

The onions were shipped from Spain last fall and were delivered to Campbell, Wilson and Strathdee in bad condition, whereupon James Strathdee, acting for his firm, refused the shipment, but agreed to hold them in his warehouse until the dispute over the responsibility for their condition was fixed. The firm of Campbell, Wilson and Strathdee in order to salvage the onions agreed that their staff should go over them for the owners. Even then they were unable to secure any action, and as they were in need of the store room, they asked the Canada Food Board to use their authority by giving disposal instructions. A fair proportion of the carload will still be fit for consumption.

In the case of the car of raisins, shipment was made to the H. G. Smith Company, but according to H. G. Smith, president of the company, the raisins were not up to sample and were consequently refused. In declining the shipment, Mr. Smith states that he endeavored to arbitrate with the shippers, but his offer was turned down. Having paid the duty on the shipment the H. G. Smith Company then took action to recover the amount of the duty and the case is still pending. An endeavor was made by Mr. Smith to arrange with the shipper to have the goods sold, and when this failed an application was made to the courts for an order to dispose of the raisins. This had not been received up to the time of the order from the Food Board to place the goods on the market. Mr. Smith claims the goods are the property of the shipper.

Up to the time of writing no disposition has been made of the raisins by the Canada Food Board, but Mr. Strathdee on behalf of the board has sold the onions totalling 606 cases to C. Namark, of Regina, the highest bidder, for $50.

REGULATE SUGAR DISTRIBUTION IN UNITED STATES

Sugar for domestic canning and preserving this summer will, in the United States, be distributed under a modified certificate system by which each consumer will be required to sign an application for the amount needed. It is considered necessary to check consumption chiefly to guard against temporary shortages which might result from the withdrawal of more vessels from the Cuban trade. The United States Administration prefers this method to the card system. It is possible some such plan may be required in Canada to regulate the consumption of sugar during the preserving season.

AMERICAN PEACH CROP PROSPECTS

Northern Crop Light, but Georgia Crop Shows a Marked Increase

As Canada is a heavy consumer of American peaches, some items from the United States Department of Agriculture report on the peach crop prospects will be of interest. The California crop, from which section comes a large part of Canada's importations, shows a percentage of 85 per cent. as against 91 last year. On the other hand the Georgia crop prospects, another great source of Canadian supply, is put at 100 per cent. as against 56 per cent. last year. The southern commercial crop represents the states of Georgia, Arkansas and Texas. The Arkansas crop will, it is estimated, be an almost total failure. But despite that fact the output from these states will average 63 per cent. as against 50 per cent. last year, or an increased production of 1,140,000 bushels. The commercial crop in the Western States is represented by California, Colorado and Oregon, where there is an estimate of an 84 per cent. yield as against 78 per cent. last year.

The northern commercial crop includes Michigan, Ohio, New York and New England crop is estimated at 1,945,000 bushels or 2,481,000 less than last year, a decrease of 55 per cent., as compared with last year's crop for this district. This would seem to leave the general situation about on a level with that existing last year.

BREAD AND FLOUR COST IN PRINCIPAL CITIES

The Cost of Living branch at Ottawa has presented a statement with tables of the cost of bread in the principal cities of the Dominion for the month of February.

The consumption of flour for February shows 68,472 barrels, while for January the tables show 71,991 barrels, but when the three extra days are taken into account the figures for consumption would amount to over 75,000 barrels for February, so that the consumption appears to have increased.

The cost of flour to the bakers in January worked out to an average of $10.67 per barrel, while in February the figures stand at $10.65, practically the same.

The cost of bread for the Dominion is about stationary, January cost standing at 6.81 cents per pound and February at 6.85 cents, or a very slight increase of one-twenty-fifth of a cent on a pound.

There were fourteen centres which show fractional increases, while seven show slight declines, and two groups are stationary.

Montreal cost goes up one-twenty-fifth of a cent per pound. Ottawa and Toronto are nearly stationary. Hamilton, Brantford and St. Catharines show fractional increases.

New Goods Department

REDBO PEANUT BUTTER

A new line which recently made its appearance on the Western market is REDBO peanut butter, manufactured by Ansley-Hallberg-Lewis Ltd., Winnipeg, who also manufacture Burdick's marmalade.



One of the principal claims made by the manufacturers is that REDBO peanut butter is manufactured from the "finest handpicked peanuts."

CARDBOARD CONTAINERS

A new cardboard basket for the display of small quantities of fruit has been placed on the market. This is similar to the splint baskets which have been used heretofore. Four sizes are made and some of them have perforated sides permitting a free passage of air. The patentee of this basket is H. O. d'Orsonnens, Montreal, and the baskets are made by H. Morency, Quebec, P.Q.

ADDRESSES REGINA RETAIL MERCHANTS

G. C. Rooke of the firm of Rooke, Grant and Wilkinson, chartered accountants, addressed a meeting of the Regina Retail Merchants' Association recently, dealing with accounting methods and financing and explaining the income tax act and the order of the Canada Food Board in so far as these affect the retailer. Mr. Rooke demonstrated the necessity of keeping accounts and recited the benefits therefrom.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver April 30.—There was a bit of a flurry in wholesale circles on Friday by the announcement of an advance of 25 cents a hundredweight in sugar. By evening the notice was rescinded and sugar remains at old figure.

Potatoes have advanced to $40 a ton for the best, while at same time evaporators are getting all they want for $17 a ton. Lard is up to 32 cents. Butter is firm and the quality of stocks coming from Alberta is good. Fresh eggs have advanced to 47c. Oranges have eased down to $7 and $7.75. Strawberries so far are poor and are selling at $3.85 for 15 cup crates. Wholesalers generally report April a quiet month.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	165 00
Do., Siam, No. 2	....	150 00
Beans, Japanese, per lb.	....	0 14½
Beans, B.C., white	....	0 17
Potatoes, per ton	....	40 00
Lard, pure, in 400-lb. tierces, lb.	....	0 32
Lard, compound	....	0 29
Butter, fresh made creamery, lb.	0 53	0 56
Margarine	....	0 39
Eggs, new-laid, in cartons, doz.	....	0 47
Oranges, box	7 00	7 75
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, April 30.—There are a number of changes on this week's market. Lard is ½c higher and threes are selling at $19.50. Nearly all cuts of hams and bacon are 1c pound higher. Fruit jars up fifty cents gross. Sago and tapioca have also advanced ½c pound. Candles, 6's, are quoted at 16½. General quotations on rice are now as follows: Siam 9½, Japan 10½. Creamery butter is still scarce but the price remains the same. Some changes have been made in flour, it is now selling at $10.30 a barrel. Liquid blueing, alum, clothes lines and peanut butter are in this week's advance list. Shelled walnuts are at 65c, broken Manchurian shelled walnuts to arrive are quoted at 47.

CALGARY:

Beans, small, Burmah, lb.	....	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 10
Rolled oats, 80s	....	4 85
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt	....	10 32
Cheese, No. 1, Ontario, large	0 24	0 25
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	19 50
Eggs, new laid, case	11 25	11 75
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 9[illegible]	5 50
Corn, 2s, standard case	5 50	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	6 50	6 80
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Navel oranges, case	7 00	8 50
Lemons, case	....	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., April 30.—Seventy per cent of wheat seeding in the province of Saskatchewan has been completed according to latest Government reports and seeding is about three weeks earlier than last year on an average. Fine weather for seeding continues and farmers are all on the land. Lard shows an advance of 20 cents this week; 3's are now $19.10. Jelly powders advanced from 15 to 20 cents dozen. Olive oil very scarce and has advanced about $2 per gallon; eggs remain firm at 36c per dozen.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 27½
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 95
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 40
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 46
Eggs, new-laid	....	0 36
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 95
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

New Brunswick Markets

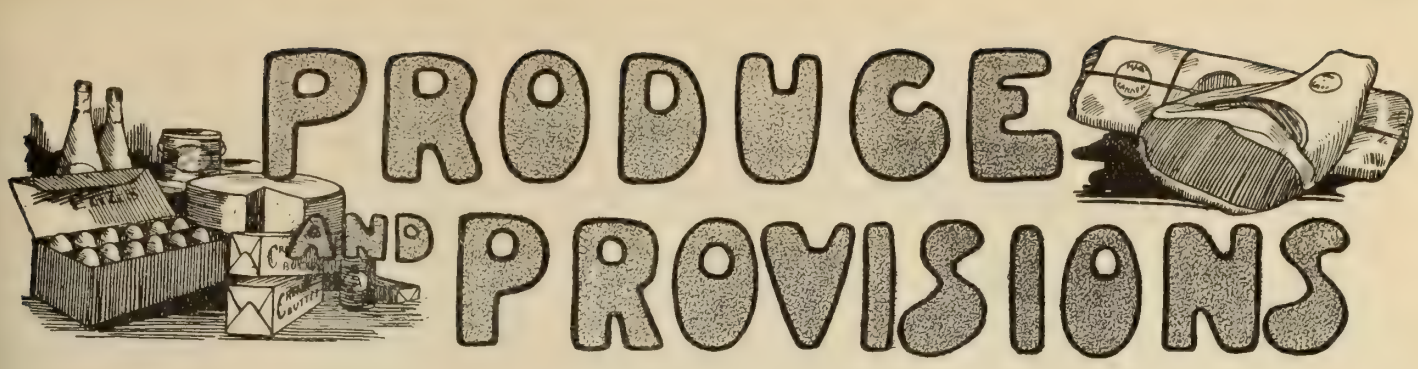
FROM ST. JOHN, BY WIRE.

St. John, N.B., April 30.—Ordinary cornmeal showed a decline during the week and is now at $4.25. Eggs are much easier, new laids now selling at 38c, and case eggs at 35c. Breakfast bacon is strong at 40c; margarine is off in price and is selling at 32½c to 33c a pound. Onions are at $1.75 to $2. Oranges at $6 to $8.50. Lard compound 27½ pound. Salmon cases, Red Spring, $15; Pinks, $11; Cohoes, $14; Chums, $8.50 per case. Case goods are selling at the following figures for 2's, tomatoes, $5.40; corn, $5; peas, $4; strawberries, $6.20; raspberries, $6.20; peaches $4.40; apples, gallons, per dozen, $4; evaporated apples and peaches are quoted at 19c a pound.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	13 00
Beans, yellow-eyed	....	10 25
Beans, California white	....	10 00
Beans, British Columbia white	9 75	10 00
Rice, Siam, cwt.	10 00	10 25
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 05	9 10
No. 1 yellow	8 55	8 60
Cheese, N.B., twins	0 24	0 25
Eggs, new-laid	....	0 38
Breakfast bacon	....	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	67 00	70 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
New, native, barrel	2 50	2 75
Onions, Canadian, 75 lbs.	1 75	2 00
Lemons, Cal., Messina, case	6 00	7 00
Oranges, California, case	6 00	8 50
Grapefruit, case	6 50	7 50

Several young boys recently entered the store of Hope McGinnis, Belleville, Ont., and were engaged in stealing cigarettes and other articles that appealed to them when Mr. McGinnis appeared on the scene. The boys were all arrested.



New Restrictions on Imported Meats

Government Amendment Provides That Meat and Canned Goods Entering from United States Must Bear U.S. Government Inspection Marks — Penalties For Importing Goods That Are Not Vouched For in This Manner

THE Federal Government bulletin No. 55 to amend the Meat and Canned Foods Act came in for a lengthy discussion at a recent session and was given its first reading.

This bill aims to establish a more uniform practice in the inspection of meat and canned food products. In the course of the debate on the bill, instances were adduced to show that some such action was necessary. It was stated by the Minister of Agriculture that the aim of the bill was to prevent goods that were under standard for the American market from finding a market in this country. He instanced as an example of the need for some such legislation that tubercular cattle had been sold in British Columbia. This beef was slaughtered in the United States but was not inspected there. It was pointed out that as the law stands at present there is no protection against such practices. The aim of the bill therefore is to set a standard for these imported products. The difficulties of placing inspectors in all sources of American production of these goods has made it necessary, so the minister claimed, to accept the inspection standards of the United States; where these were not found satisfactory the goods could be refused entry.

The gist of the bill is to ensure that all meats and canned goods entering Canada should be vouched for under the United States Inspection Act.

The bill reads as follows:

BILL 55.

An Act to Amend The Meat and Canned Foods Act.

His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

1. Paragraph (b) of section two and section thirteen of The Meat and Canned Foods Act, chapter twenty-seven of the statutes of 1907, are repealed and the following are, respectively, substituted therefor:

"(b) "establishment" means any abattoir, packing house, or other premises in which such animals are slaughtered, or in which any parts thereof or products thereof, or fish, or fruit, or vegetables, or any food or food product which may be named by the Governor in Council, are prepared for food for export or are stored for export;

Fish, Fruit and Vegetables Affected

"13. All fish, fruit, or vegetables, or products thereof, or any food or food products which may be named by the Governor in Council, under the provisions of section sixteen A of this Act, used in any establishment where these articles are prepared for export, shall be sound, wholesome, and fit for food; and any such articles or products thereof found in the said establishment unsound or unwholesome shall be confiscated and destroyed in such manner as may be provided by the regulations."

2. Sections sixteen and seventeen of the said Act as amended by chapter thirty-eight of the statutes of 1910, and by chapter forty-seven of the statutes of 1908, respectively, are repealed and the following sections are inserted immediately after section fifteen A thereof:

"16. No person shall offer or accept for export or import, or shall export or import, any articles subject to inspection under this Act, unless the requirements regarding inspection and marking have been complied with in respect to such articles. Every person offering any carcass, or portion or product thereof, or fruit or vegetable, or products thereof, or food or food products named by the Governor in Council under the provisions of section sixteen A of this Act, for export or import, or exporting or importing such carcass, portion or product, or any fruit or vegetable, or products thereof, or food or food products named by the Governor in Council as aforesaid, shall furnish such proof as is required by the regulations as to whether the articles so offered for export or import, or exported or imported, are subject to inspection or not.

Must Have Government Inspection of Country of Origin

"16A. (1) No carcass or portion or product thereof intended for food shall be imported into Canada unless proof satisfactory to the Minister accompany it that the same has passed Government inspection in the country of origin, and any such carcass or portion or product thereof imported into Canada shall be subject to such further inspection, and shall conform to such requirements as the Governor in Council may by regulation prescribe.

(2) No fruit or vegetables or products thereof, or food or food products which may be named by the Governor in Council, shall be imported into Canada or exported from Canada unless the same conform to such requirements as the Governor in Council may by regulation prescribe.

(3) Any carcass, or portion or product thereof, or fruit or vegetable or products thereof, or food or food product, that does not conform to the requirements of such regulations shall, upon condemnation by any inspector, be forfeit to His Majesty, and may be disposed of as the Minister may direct.

No Name Calculated to Deceive

"17. (1) No article subject to inspection under this Act shall be offered or sold for export or import, or exported or imported, under any name intended or calculated to deceive as to its true nature.

(2) No package containing any article subject to inspection under this Act shall be marked with any label, brand or mark which falsely represents the quantity or weight or contents of such package.

(3) No package containing any article subject to inspection under this Act shall be marked with any label, brand or mark which falsely represents the date when the articles or goods contained therein were packed."

C. J. Paddon, grocer, Toronto, Ont., has sold his stock.

L. Dodson, grocer, Todmorden, Ont., has sold to A. & E. Woodruff.

Western Canada Flour Mills Co., Ltd., Toronto, Ont., has suffered small fire loss.

Frozen Fish Campaign a Success

"Cash and Carry" Plan Inaugurated in Montreal Last Week Proves a Big Success—One Firm Sells 1,500 Pounds First Day—Will Reduce Living Cost and Help Fish Business

"WE have had a splendid success of the co-operative scheme in selling haddock and headless codfish," was the remark of a large Montreal retail fish dealer to CANADIAN GROCER this week in answer to a query as to the success of the plan adopted on April 23rd for the sale of fish there. "As a matter of fact we sold 1,500 pounds the first day and this is four to five times what we sell ordinarily."

The scheme would seem to have been a success all around as indicated through the various enquiries made of those directly interested in the sale. And the success gives promise of marking a new era in fish distribution here—that of frozen fresh fish at least.

"One reason why fish has been so high," said a prominent dealer, "is that there has not been enough demand for it. The average store selling fish has had to ask a high price for it because there was a limited demand, and he had to protect himself against loss through a certain amount of his supply spoiling. It has been carried as a side line in a great many cases, and oftentimes the storekeeper has lost a considerable amount through part of his supply spoiling, the frozen fish being in disfavor."

Frozen Fish Better Quality Than Fresh

Another dealer expressed himself as pleasantly surprised by the quality of the fish. "We just thawed some of this fish out to see whether it compared favorably with fresh unfrozen fish," he said. "It was certainly fine—just as nice as the fresh fish, and being frozen after catching, it was in better condition than much of the freshly-caught fish can be when it reaches the consumer. There has been a big increase in our sales, and these have been more than we expected."

"It is a patriotic duty," he continued, "for the public to carry their own fish and to buy more of it. The cost of delivery is considerable, and when this is eliminated fish can be had for a reasonable price. In the past there has not been enough consumption of frozen fish, and that is one of the big reasons for its high price. With a quick turnover the man who handles fish can sell it on a close margin, and this has made the present price of 10c a pound possible, together with the fact of there being no delivery expense."

Stores Backing the Fish Campaign

One of the noticeable features of the past week's experimenting along the lines suggested by the Food Controller is that of the manner in which the stores have placed the fish on display and the publicity they have themselves given to the two lines of fish offered for sale at this reasonable price. Windows have had a tempting array of the haddock and codfish, and attention has been directed to these displays in some cases through special lettering on the front of the windows. By introducing a certain amount of green vegetables, leaves, lemons and so on throughout the display placed on crushed ice the array was indeed tempting and must have accounted for many a sale.

There is much interest in the fact that, although the arrangements called for only three stores where the "Cash and Carry" fish could be had, many other stores throughout the city offered the same inducements, and in a number of instances extensive advertising was done in the daily papers. One dealer told CANADIAN GROCER that a large retail store had even gone so far as to clean the fish for its patrons.

The frozen fresh fish scheme as outlined seems to be off to a good start. Many thousands of pounds of meat and bacon will very probably be released through this "cash and carry" idea being developed. And with proper co-operation all around it looks as if fish will become more popular as an article of daily diet and that through its reasonable price it will find its way more frequently to the table of every home.

NEW CHEESE PRICES SHOW ADVANCES

New Prices on Cheese for Export. Now Only Need to Arrange Financing Will Set Price for Condensed Milk and Butter for Export

The price for cheese purchased by the British Government was announced at a recent meeting of the Dairy Produce Commission at Montreal.

The price authorized for cheese is 23 cents per pound for No. 1 grade, f.o.b. steamer at Montreal; 22½ cents per pound for No. 2 grade, and 22 cents for No. 3 grade.

This is some improvement on the prices in force last season, and it establishes a definite market for cheese that was urgently needed if Canada cheese business was to be encouraged. The establishment of a definite price for all exportable stocks will make the matter of financing the deal, that has been one of the great handicaps, a matter of somewhat less difficulty. It is estimated that this business will entail something like $40,000,000. Prior to this announcement Canada was in the unsatisfactory condition of seeing business go to the United States at better figures than were offered for Canadian Cheese, while Canada sold only on the uncertain demand occasioned by opportunities of shipment. All this because the United States was in a position to finance the deal while Canada was not.

The setting of a satisfactory price, and the assurance that all exportable stocks will be taken over by the British Government, leaves a much firmer ground on which to base negotiations for this financial assistance, and it has recently been definitely announced that the financial assistance will be forthcoming.

Arrangements are under way at the present for the setting of a price on butter and condensed milk. A committee was appointed to go into this matter and to figure a price on a parity with the announced food prices so that there will be no tendency toward unfair competition between the manufacturers of condensed milk and cheese.

At present there is no exportable surplus of butter but as soon as anything of the kind is available a price will be set for this also.

The Dairy Produce Commission is composed of the following members: Mr. Arthur J. Mills, representing the British Ministry of Food; Mr. J. A. Ruddick, representing the Dominion Department of Agriculture; Dr. James W. Robertson, representing the Canada Food Board; Messrs. Jas. Donaldson, A. Gerin and Jas. Alexander, representing the producers and the trade.

REGINA EGGS IN DEMAND

There is a considerable demand for Regina eggs, both in the East and in the West, at the present time, and shipments are being made to Calgary and Vancouver as well as to points in the East. Between 1,500 and 2,000 cases of eggs were received locally from country points last week. The price remains firm. A shipment of chickens was received last week and disposed of at about 45 cents retail. There has been little poultry of any kind on the local market since Easter.

2,200,000,000 LBS. OF FOODSTUFFS TO ALLIES FROM CANADA AND UNITED STATES

The total amount of foodstuffs shipped in the month of March from the United States and Canada to the allies was about 1,100,000 tons as against 750,000 tons for the month of February. These figures have prepared by the U. S. Food Administration. These materials include from the United States about 1,500,000 bushels of wheat and its products; about 16,200,000 bushels of other grains and their products; about 80,000,000 pounds of beef products; and about 200,000,000 pounds of pork products.

Four men were arrested recently in connection with thefts of chocolates from the Cowan Company, Sterling Road. Three confectionery men are charged with receiving, while an employee of the company is charging with stealing the goods. It is stated that the thieving had had been going on for over a year and the amount will reach several hundred dollars. It is charged that he made out false shipping bills and had the goods delivered to the three accused merchants

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

BUTTER has registered a decline during the week of about 2 to 5c per pound and the position of this commodity generally is somewhat easier. Receipts as yet show very little improvement but further supplies are expected and lower prices will, it is thought, be named during the next couple of weeks.

Eggs continue in good consumptive demand. Receipts have been fairly heavy at all points though prices remain on about the same level. There is very little storing being done, only current requirements being considered at present and no thought of providing for an exportable surplus.

Prices on live hogs have again shown an advance of 50c over lowest quotations of last week, with a very light run reported. Dressed meats show some variation, boiled ham and pickled rolls registering advances, while roast hams and breakfast bacon are at lower levels in some markets.

New prices on cheese set by the Dairy Produce Commission for export to Great Britain are 23c per pound for No. 1 grade, 22½c for No. 2, and 22c for No. 3. This has had a firming tendency on dealers' stocks and prices have been named more in line with figures set by the Commission.

Hogs Still Scarce; Meat Trade Light

Montreal.

PROVISIONS.—Last week there were indications that the hog market would be still easier. However, receipts have not improved, and it is only because demand has been confined to a small compass that prices have not made greater advances in view of the light receipts. Prices this week are firmer and sales are made at $21.50 per cwt. for live. Cured meats are in only fair demand and the prices are maintained without change. For pork products a better demand will exist so soon as the shipping activity here manifests itself. Dressed hogs are selling at the rather high price of $29.50 to $30.25 per hundredweight.

Hogs, dressed—		
Abattoir, killed	29 50	30 25
Hogs, live	21 00	21 50
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	....	0 40
Shoulders, roast, per lb.	....	0 42

Lard Advances; Demand Active

Montreal.

LARD.—The lard market is very firm and under the light hog receipts prices have advanced for pure lard half a cent. There seems to be an ample supply to meet this active demand, however, and from all quarters the request is maintained. Prices here are as follows:

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 33¾

Shortening Ample; Prices Steady

Montreal.

SHORTENING.—While there is a supply of shortening sufficient to meet the needs the prices are well maintained under active request. For some time the delivery of cottonseed oil has been very good and quite an improvement was shown. As a consequence the price has ruled more or less steadily and sales are made on the following basis.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	....	0 28

Margarine Firm; Supplies Better

Montreal.

MARGARINE.—There is a steady demand for margarine. Supplies have been better of late in view of the fact that the imported stock has eased the drain on the Canadian-made product. However, with the product well established as an article of daily use in many places there is likely to be a ready absorption of stocks arriving here. Prices are well maintained and without change.

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Butter Drops Five Cents; Supplies Increase

Montreal.

BUTTER.—The very interesting point this week is that of a sheer drop of five cents per pound to 48c for fresh-made creamery. In fact it is stated that a much larger decline was recorded in one section of the district. Better weather conditions and greatly increased offerings are responsible for the lower prices and these will probably continue to decline for some time. One produce man stated that "there is no confidence as to just how low prices will go." The popular demand for oleomargarine has had a real effect upon the demand for butter, prices being so high for the latter that many have used the margarine.

Butter—		
Creamery prints (fresh made)	....	0 48
Creamery solids (fresh made)	....	0 47
Dairy prints, choice	....	0 38
Dairy, in tubs, choice	....	0 37

With Cheese Prices Fixed, Trading Normal

Montreal.

CHEESE.—With the prices of cheese now settled by the Dairy Produce Commission a more settled condition prevails and the trading operations will be on a better defined basis. With prices at the buying points 22¼c there is little allowance for the expense of delivery when viewing the ordinary trade situation. The new prices, 23c for best grades, 22½c for No. 2, and 22c for No. 3, seem to have met with general approval. Trading in the usual way is maintained and prices are as follows:

Cheese—		
Large, per lb.	....	0 23½
Tinws, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Eggs Plentiful; Prices Lower

Montreal.

EGGS.—The reduction of egg prices is a very gradual process here. The prices paid by the importing produce men range around 36 cents per dozen at buying centres. After transportation is paid this increases the cost considerably and the retail trade is being supplied at 40 to 41 cents per dozen. Last week's receipts were 14,944 cases and those of last year for the corresponding week, 12,930. Thus there is a very noticeable increase and many are now storing. Local demand is fairly active under a somewhat easier outlook for the immediate future. The grade of eggs received is said to be good.

Eggs—		
New-laid	0 40	0 41

Poultry Firm; Demand Maintained

Montreal.

POULTRY.—Live poultry is very scarce still and the produce men do not

expect it will be plentiful. Receipts here for the past week have been very light. With a better demand for meat products aside from beef and other lines, poultry figures prominently in the substitutes and the sale of dressed is fairly good. Under these conditions prices are fully maintained, though unchanged.

	Live	Dressed
Young ducks	----	---- 0 32
Turkeys (old toms), lb.	----	---- 0 38
Turkeys (young)	----	---- 0 40
Geese	----	---- 0 30
Old fowls	$0 30-$0	$0 35-$0 36
Chickens (milk-fed)	0	39- 0 40
Roasting chickens	----	---- 0 37

Some Fish Scarce; Lobsters Easier

Montreal.

FISH.—The delivery of fish from Atlantic ports has been slow and some varieties are real scarce. Last week there was a good demand for haddock and headless codfish—the two lines which were on sale in several "cash and carry" stores. With the return of better marketing and weather conditions there will be a lower price schedule, say the fish wholesalers. Considerable frozen fish is said to be held in first hands. Lobsters, shrimps and prawns are more plentiful and the prices easier. Some supplies of fresh halibut are expected to arrive and ease the situation. Kippers and haddies are freer and the prices unchanged.

SMOKED FISH.		
Haddies (fresh cured)	0 13	0 14
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	....	0 23
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	2 00	2 25
SALTED AND PICKLED FISH.		
Haddock	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	19 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (Skinless), 100-lb. box	12 00	12 50
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	2 20	2 25
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	0 40	0 45
Prawns, lb.	....	0 28
Shrimps, lb.	....	0 26
Seallops	....	3 50
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	11 00
3 gal. (wine) cans	....	6 00
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Halibut (medium)	..	20
Haddock	08	09
Mackerel	17	18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Doree	0 12½	0 13
FRESH FISH		
Barbotte	....	0 12
Haddock	0 08	0 100
Steak cod	0 10	0 12
Market cod	....	0 07
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 13	0 20
Pike	0 12	0 13
B. C. Salmon	0 22	0 24
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	....	0 26
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	....	0 22
Flounders	0 06	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 12
Mackerel (large), each	....	0 20
Mackerel (medium), each	....	0 15
Mackerel, per lb.	....	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Higher Prices Rule On Live Hogs

Toronto.

PROVISIONS.—Higher prices again prevail on live hogs during the week, fed and watered being bought at $20.25 per 100 pounds. The run is light, which is a natural condition at this season of the year.

Dressed meats have again come under revision, and prices given below show some advances and some declines. Breakfast bacon at 37c to 41c is a little easier in some quarters; roast hams, without dressing, are being quoted at 46c to 48c, and shoulder roasts at 43c to 45c per pound. Boiled hams are higher at 49c to 50c per pound. Business is reported somewhat brisker.

Hams—		
Medium	0 37	0 38
Large, per lb.	0 28	0 31
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 52
Bacon—		
Breakfast, per lb.	0 37	0 41
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, without dressing, per lb.	0 46	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	57 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	29 50	30 00
Live, off cars	....	20 50
Live, fed and watered	....	20 25
Live, f.o.b.	....	19 50

Shortening Remains Firm And Unchanged

Toronto.

SHORTENING.—There has been no appreciable change in the situation during the week. Whereas it is felt that some influence on demand will result from the Government order curtailing puff pastry, etc., in which shortening is used, there is as yet no way to determine just what effect this may have. However, it is thought that with the shortage of supplies generally and heavy consuming demand that exists there will be little surplus accumulate.

Shortening, tierces, 400 lb., lb. 0 26 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Little Change In Lard Situation

Toronto.

LARD.—There is very little change in the lard situation during the week, but with the light run of hogs now in evidence there is little lard being secured. The demand, however, is light and production is taking care of same quite readily.

Lard, pure, tierces, 400 lbs., lb. 0 31 0 32
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Moving Out Freely

Toronto.

MARGARINE.—Supplies of margarine continue to reach the market in very fair quantities, and dealers report that this product is moving forward to the trade very freely. The market has held firm and unchanged during the week, and it is thought prices now ruling will be held for some little time.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 32
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Reveals Easier Tendency

Toronto.

BUTTER.—A somewhat easier tendency is to be noted in the market during the week, and prices have declined from 1c to 2c per pound. This is more in sympathy with outside markets rather than on account of heavier receipts, for as yet shipments to this market show little improvement. Storage stocks of creamery are becoming pretty well cleaned up, and there is little dairy offering. It is felt that margarine will supplant dairy butter to a large extent. Prices ruling for the week follow:

Creamery prints, fresh made	0 50	0 52
Creamery solids, fresh made	0 49	0 51
Creamery prints, storage	0 48	0 50
Creamery solids, storage	0 47	0 49
Rairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Heavy Consumption Of Eggs; Little Storing

Toronto.

EGGS.—Eggs are selling extremely well for consumption. It is intimated that country costs are all out of line and that any storing being done is more forced than a natural condition and done in the hope of avoiding loss. As yet little storing is being indulged in, and dealers intimate that the present outlook is that only current requirements will be pro-

vided for. This means there will be no exportable surplus whatever. Prices held firm and unchanged.

Eggs—		
New-laids, in cartons	0 40	0 42
Do., loose, doz.	0 39	0 40

Commission Fixes Price Of Cheese

Toronto.

CHEESE.—Prices of cheese have stiffened somewhat during the week in line with the export price fixed by the Dairy Produce Commission. This is on the basis of 23c for No. 1 grade f.o.b. steamer Montreal. Business is reported fair, and it is expected new-made will soon be offering, as cheese factories have already started operations.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Hens Go Higher; Geese Lower; Little Arriving

Toronto.

POULTRY.—There has been a somewhat firmer tendency in respect to hens, and prices being paid range slightly higher. Geese have declined considerably, with very few offering. There is very little poultry coming in at the present time, and whether higher prices will stimulate arrivals to any extent is a question.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Geese	....- 0 12	....- 0 15
Turkeys	0 26- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 25- 0 28	0 25- 0 30
Chickens, 4½ lbs. up	0 25- 0 29	0 28- 0 33
Chickens, under 4½ lbs.	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 25

Kippers Arriving; Fresh Lake Fish Slow

Toronto.

FISH.—Kippers are reaching the market in much larger quantities, and are being generally quoted at $2 per box. A somewhat freer movement of fresh lake fish is expected towards the end of the week, though receipts so far have been comparatively light. Fresh halibut, medium, at 21c to 22c, and chicken at 18c to 20c per pound is now offering. Fresh steak cod at 10c to 11c; fresh haddock at 8c to 8½c; fresh flounders at 8c to 10c; and fresh sea herring at 5½c to 6c per pound are now on the market. The fresh cured besides kippers include include fillets at 15c and finnan haddies at 13c per pound. Fresh frozen fish is practically done in some quarters. Business generally is reported in very good volume.

SMOKED FISH.

Haddies, per lb., new cured	0 12	0 15
Chicken haddies, lb.	0 11	0 13
Haddies, fillets, per lb.	0 13	0 17
Ciscoes, per lb.	0 15	0 17
Kippered herring, per box	....	2 00
Digby herring, skinless. 10-lb.	....	2 25

PICKLED AND DRIED FISH.

Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	11 50
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 13	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	0 20
Do., Restigouche	....	0 27
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 7	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	....	0 18
Do., No. 2, lb.	....	0 12
Oysters, No. 3 size pkg., selects	....	....
Blue points, bbl.	....	....
Malpeque, bbl.	....	....
Shrimps—		
No. 1, cans	....	1 60
No. 2, cans	....	3 10
No. 4, cans	....	6 00
FRESH FROZEN LAKE FISH		
Herring, Lake Superior, bags, lb.	....	....
Herring, Lake Erie, pan frozen	0 08½	0 10
Pike, dressed	0 10	0 11
Do., round	0 09	0 09½
Whitefish, frozen	0 12½	0 13
Trout, lb., frozen	0 14	0 16
Mullets, frozen, lb.	0 06	0 07½
Yellow pickerel, frozen, lb.	0 12½	0 13

FISHING INDUSTRY IS VALUABLE ASSET

Last Year's Catch Marketed For $50,000,000, an Increase in Value of $12,000,000

An increase in the market value of Canadian fish of $12,000,000, during the year 1917 as compared with 1916, is shown by a summary of the fishing results in the Dominion for the past year. The marketed value of the products of Canadian fisheries for 1917 will be well over $50,000,000. The provinces of British Columbia and Nova Scotia were the chief contributors, the former with $8,000,000 and the latter with an increase of $4,000,000. There has been a greater quantity of fish produced in most of the provinces though the above figures also represent increased prices paid for fish.

A considerable increase in the landings of cod, haddock, hake and mackerel is reported from Nova Scotia. In New Brunswick the chief feature was a considerable drop in the sardine and herring catch of the Bay of Fundy, though higher prices increased the value of the catch $300,000. In the northern section of New Brunswick there was a decrease in the catch of cod and herring, but the value was $150,000 greater than the previous year. In Prince Edward Island there was an increased catch of cod.

The province of Ontario shows an increase of over $200,000 for the past year. This was largely due to the increased catch of lake herring. The catch of whitefish, trout and blue pickerel suffered a decrease. In Quebec the cod catch was greater but that of salmon, mackerel and herring declined somewhat. The prairie provinces increased both the value and output of fish.

In British Columbia the usual big run of sockeye salmon in the Fraser river did not materialize and the pack of that particular grade of salmon on the Fraser was not more than 25 per cent. of an ordinary big year. This serious decrease was due to the obstruction of the river during the run four years ago, caused by blasting operations on the C. N. R. at Hell's Gate. Notwithstanding this failure, the total pack of salmon in the province was the largest on record. Other grades were packed in greater quantities to take the place of sockeye, especially in the northern parts.

The fresh fish trade in British Columbia has increased greatly in volume in recent years with the transportation facilities now available. More attention is also being given to the canning and curing of herring in that province.

PROTESTS EXPORTATION OF FISH

Mayor Harry P. Stephens of Niagara Falls, Ont., has addressed the following letter to Mr. Squires, head of the government fish branch, at Toronto, making a strong protest against the wholesale exportation of Lake Erie fish to Buffalo, to the almost entire exclusion of Ontario.

"To-day not a pound of fresh fish can he had in this city, yet almost daily carloads of Lake Erie fish go through this city on their way to Buffalo. Dealers here tell me they can't get a pound of Lake Erie fish because it is all shipped to Buffalo, whether caught in the Canadian or American part of the lake, and if our Canadian dealers wish to get any of these Lake Erie fish they have got to reimport them and pay duty on them. This is a discrimination against Ontario and Canada which certainly should not be allowed to continue, considering the high price of fish in Canada to-day."

FISH HATCHERY FOR LAKE NEPIGON

The erection of a whitefish and trout hatchery in the district of Thunder Bay for the purpose of restocking Lake Nepigon and other inland waters from which the Ontario fisheries are now drawing a large part of the supply being sent to municipalities throughout the province is recommended in the annual report of the Department of Game and Fisheries. The Acting Deputy Minister, Mr. McDonald, points out that a hatchery is necessary since the demand for trout for re-stocking exceeds the supply.

MORE REFRIGERATOR CARS FOR FISH

The Federal Minister of Railways and Canals has announced that his department has entered into a contract for the construction of between 150 and 200 refrigerator cars for the carriage of fresh fish from the seaboard to points inland. These cars will also be available for carrying apples and potatoes. A number of secondhand insulated cars have recently been acquired by the department to meet immediate needs.

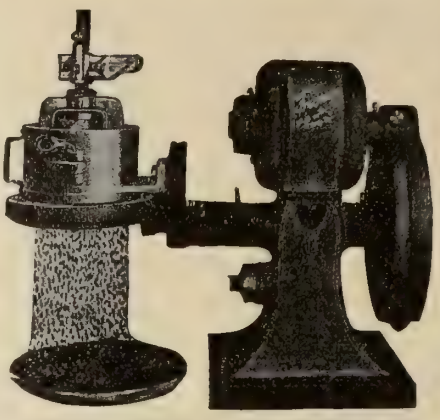
The Brantford Automatic Scale never guesses



The accuracy of the scale you use is a mighty important detail in the prosperity of your business. Grocers who use the Brantford Automatic Scale know that their profits are safeguarded. Nothing less reliable should satisfy you. Write for particulars of this and the other scales, meat slicers and cheese cutters made by the

Brantford Computing Scale Co., Limited
Brantford
Ont.

HELP WIN THE WAR
with
Freeman's Green Bone Cutter



By raising chickens and feeding them GREEN CUT BONE to make them lay eggs. The sale of GREEN CUT BONE is a paying proposition to thrifty merchants. The demand is large for these goods in city and country places.

BONE CUTTER ATTACHMENT fixed to a FREEMAN No. 40 CHOPPER A USEFUL store FIXTURE.

Write for Catalogue and Price List.

Manufactured by
The W. A. Freeman Co., Limited
HAMILTON, ONT.

Representatives:
TORONTO: 114 York Street, near King
MONTREAL: D. H. H. Neill, 16 Notre Dame St. E.

Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years
AT ALL JOBBERS
SMALL'S, Limited - Montreal, Que.

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

If any advertisement interests you, tear it out now and place with letters to be answered.

Now's the time to start your Spring "Counter"-Attacks

—by featuring these easy-selling products

DAVIES QUALITY PRODUCTS
THE WILLIAM DAVIES COMPANY LIMITED TORONTO

LET your Provision Counter be the principal point of interest in your store. Make it so bright—so enticing—so good to look at—that everybody who comes in will feel constrained to buy something!

Davies' Quality Products are just the lines to help you make a good, tempting display and build up more and bigger sales.

Show a good assortment of Davies' Fresh Cured and Smoked Meats, Pure Lard, "Peerless" Shortening, Pork Pies, Pork and Beans, "Peerless" Pickles, "Glengrove" Butter, Eggs and Cheese—all genuine **quality** products that make pleased customers and keep your salesmen busy.

We shall be pleased to quote you prices on any of these products — or if you would like one of our travellers to call, drop us a postcard saying where you are located and we'll be glad to make your acquaintance.

Davies' Quality Products are used in a large number of the best Canadian homes. Dealers who handle these products are building up good reputations in their localities.

Davies Quality Products are "EASY to SELL but HARD to BEAT"

THE WILLIAM DAVIES COMPANY LIMITED

Montreal **TORONTO** Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.



EVERY TIN IS GUARANTEED

EASTERN BRAND LOBSTERS

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited
CORISTINE BLDG., MONTREAL

She'll come back for more

Indian Chief Brand Clams



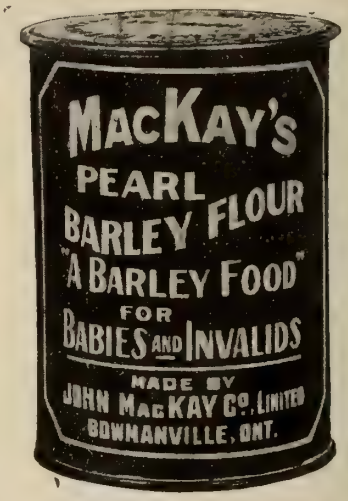
We don't care how particular that hard-to-please customer of yours may be you can meet her ideal of quality and deliciousness by handing her a can of these high grade Clams.

Their quality is supreme. They are put up the very day they are taken from the Clam beds and sealed securely without solder or acid.

Look for steady repeats after a first sale. Show Indian Chief Brand Clams constantly.

SHAW & ELLIS
POCOLOGAN, N. B.

Just try how Mackay's will sell



IT'S THE REAL MACKAY

You can strongly recommend this delicious, wholesome Canadian-made Barley Food.

MACKAY'S PEARL BARLEY FLOUR is without any peer whatever. Gives soups and gravies a delightful flavor. Just the right food for infants and invalids.

A strong consumer publicity campaign is helping dealers to keep their sales of MacKay's going.

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.

ESTABLISHED 1849

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Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA.

We always have a few carloads of 2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W.C. Edwards & Co., Limited
OTTAWA, ONTARIO



ROSE'S LIME JUICE

The big warm weather seller

Its quality has placed it first in the estimation of careful buyers and its popularity is still unequalled after half a century's success.

You would be wise to stock now because the demand for such an ideal temperance drink as Rose's Lime Juice will certainly be big this summer.

When you're ordering include a good supply of

HOLBROOK'S Imported WORCESTERSHIRE SAUCE

We are still supplying it at **pre-war prices.** Our stocks of Imported English Malt Vinegar, in glass; Sardines, French Olive Oil, Custard Powders, all flavors; Health Salts, Ground Rice, Rice Flour and Potato Flour.

Holbrooks, Ltd.
Toronto and Vancouver

X-X-X
PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co.
(Chemical Department) **Limited**
SMITH'S FALLS, ONTARIO

Navel Oranges

Nova Scotia and Georgian Bay Brand Apples

Tomatoes

Get in touch with us to-day

Lemon Bros.
Owen Sound
Ont.



As Food and Dessert

Junket Tablets have a ready sale, both for making food for the little ones and for making delicious desserts for grown-ups. Junket is served plain or with fruit, berries, nuts, etc., and it also makes better, smoother ice cream.

Junket
MADE *with* MILK

Known and used by physicians and nurses everywhere and recommended by them for many years.

Sold in packages of 10 Tablets. Retails at 12c, with a substantial profit.

Advertised in leading Canadian magazines that cover the Dominion.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada



Repeat Quality

The quality that creates lasting satisfaction and brings the buyer back again for more — and more—and more—that's the quality it pays to sell.

We offer you this repeat selling quality in the new pack

BRUNSWICK BRAND KIPPERED HERRINGS

Every sea food packed under the Brunswick Brand label is a quality line, but we particularly recommend these Kippered Herrings as being exceptionally customer-pleasing.

Try them. Packed 4 doz. No. 1 tins to the case. Send us your order now. Prompt delivery guaranteed.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

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SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

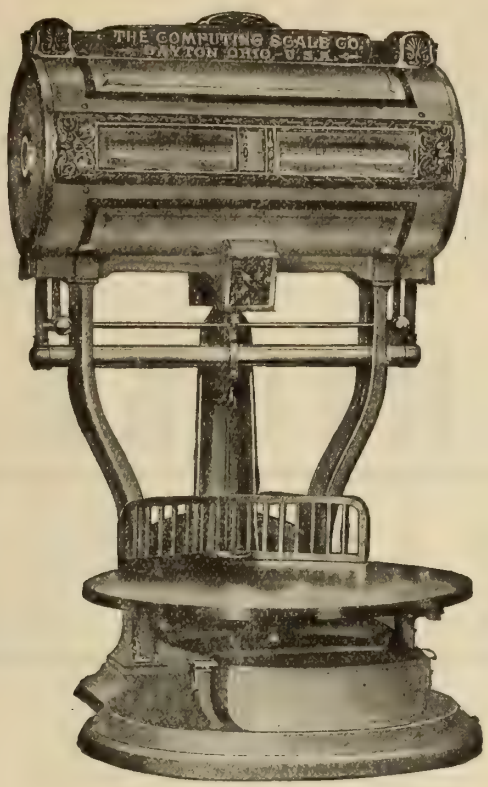
	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections—	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 35
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 7o
Almond nut bars, 24 bars, per box	0 95



It's the Dayton Scale

It guarantees your profits to a fraction of a cent

Nowadays your stocks represent a tremendously larger investment than ever before. You must do a very large business with high-priced goods yet your margin of profit is not proportionately greater. Only one thing to do—make sure you get every fraction of profit that is coming to you. Use a Dayton Computing Scale. This gives you visible weight and value to the fraction of an ounce, to the fraction of a cent. It is the grocer's guarantee of a square deal to himself.

Let us send you our latest price lists and folders

Dayton Computing Scales

Royce and Campbell Avenues, - TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

Customer Satisfaction
and
Good Profits feature

CHICKEN
HADDIES

LILY BRAND
(REGISTERED)

To secure your maximum share of the ever-growing fish demand you should make a point of showing such certain customer pleasers as Chicken Haddies (Lily Brand).

These delicious foods are just as economical as they are good. Chicken Haddies are eatable right down to the very last morsel.

Wholesale grocers throughout Canada can now supply the new season's pack, 48 1-lb. cans to the case. Attractively labelled sanitary cans.

Chicken Haddies are packed at our plants on the Atlantic Coast from young and tender fish.

Get a trial supply now and see what repeats this line will produce.

MARITIME FISH CORPORATION
Limited

Head Office and Sales Dept.
MONTREAL

Plants at CANSO, N.S.
and DIGBY, N.S.

If any advertisement interests you, tear it out now and place with letters to be answered.

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE—BEST PAYING BUSINESS west of Edmonton. On G.T.R. R.R. Sawmill town. $35,000 monthly pay roll. Stock in trade, $16,000. Store, house and lot, $6,000, turnover, $48,000, netted last year $6,500, paying net 13½% on turnover, 22½% on investment. Sell cash only. Owner has other interests requiring attention. Apply Box 300, Canadian Grocer.

AN OPPORTUNITY.

PROSPEROUS COUNTRY GENERAL STORE business for sale at inventory price for stock (principally groceries). Good farming district eight miles from Ottawa. The village Post Office is now in this store. The stock is in excellent condition and the approximate value at present is about $4.000. The death of the owner makes sale necessary. Apply Capital Trust Corporation, 10 Metcalfe St., Ottawa.

CASH AND CARRY GROCERY — STOCK stock about twenty-five hundred—weekly sales nine hundred; low rent. Come and see this money maker. Reason for selling poor health. Harry C. Marlatt, Box 352, Simcoe, Ont.

WANTED

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange, Box 297, Canadian Grocer. Montreal, P.Q.

WANTED — CASH REGISTER. MUST BE total adder. Give full particulars. Apply to Box 301, Canadian Grocer.

SITUATIONS WANTED

A RETURNED SOLDIER, THOROUGHLY EXperienced retail grocer, desires a position in first-class grocery business. Good wages for married man. Apply Box 295, Canadian Grocer, 153 University Ave., Toronto.

MISCELLANEOUS

GROCERS — INCREASE YOUR PROFITS selling Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories: Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

Grocery Store for Sale

Best location i nMontreal. Profits over $3,000 last year. Good opportunity for right party. Apply

B ›x 125, CANADIAN GROCER
Southam Building, Bleury Street, Montreal

FIXTURES FOR SALE

FIXTURES, CONSISTING OF MARBLE SLAB counter, shelving, Christie biscuit stand, Cole electric coffee grinder, large Eureka refrigerator. Also Ford truck with covered top, which has only had a few months use. First-class condition. Apply Metcalf Candy Co., Limited, Kitchener, Ont.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$4 00
Lemon, 2 dozen	2 00
Orange, 2 dozen	2 00
Raspberry, 2 dozen	2 00
Strawberry, 2 dozen	2 00
Chocolate, 2 dozen	2 00
Cherry, 2 dozen	2 00
Vanilla, 2 dozen	2 00

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$2 70
Chocolate, 2 dozen	2 70
Vanilla, 2 dozen	2 70
Strawberry, 2 dozen	2 70
Lemon, 2 dozen	2 70
Unflavored, 2 dozen	2 70

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— **Boxes**	**Cents**
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
20 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11½
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13
100 lbs., kegs, Silver Gloss, large crystals	.11
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11½
40 lbs. Canada Pure Corn	10½
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.18

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches— Canada Laundry	$0 09½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss— **1-lb. fancy carton cases, 30 lbs.**	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches— **Boxes containing 45 cartons, per case**	4.50

Challenge Prepared Corn—
1-lb. pkts., boxes of 40 lbs. 0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 25½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	8 00
½ barrels, per 100 lbs.	8 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	**Doz.**
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 8½s, lb.	$ 0 65
Bobs, ⅛s	0 64
Currency, 8s	0 62
Stag Bar, 8s, boxes 5 lbs.	0 61
Pay Roll, thick bars, 1-10s	0 80
Pay Roll, plug, 10s and 6-lb. caddies	0 80
Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs.	0 70
Great West Pouches, 10s, 2-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 92
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. ss humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	0 79
Derby 8½s, ½ butts, 8½-lb. boxes	0 70
Old Virginia, 10s	0 87
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6½s, boxes, 6 lbs.	0 80
Queen's Navy (bars), 6½s, 5½-lb. boxes	0 72

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Important Announcement

We are pleased to advise that we have been appointed by the Provincial Government

EXCLUSIVE DISTRIBUTORS OF

ONTARIO GOVERNMENT FRESH WATER FISH

The Government has made arrangements with all Ontario Fishermen for ample supplies as well as taking the total output of Lake Nipissing and Nipegon and several smaller lakes.

It will be our aim to give **Service** and a **Uniform Distribution** to all the trade.

Owing to heavy ice in the Lakes the season is not expected to open much before May 15th. Full announcements as to prices and other general information will be made shortly.

Orders may be placed direct with us or through the Ontario Government Fisheries, Sales Branch, Parliament Buildings, Toronto. We would suggest placing, wherever possible, standing orders.

In addition to Whitefish and Trout, there will be full supplies of other varieties, such as Pickerel, Pike, Herring, Sturgeon, etc.

We look forward to a mutually successful season and sincerely hope the trade will co-operate with the Government and us in supplying the people of Ontario with fresh fish from our home waters at a price within the reach of all, thereby conserving other foodstuffs for our Allies and our men at the front.

As usual, we will also be Headquarters for

ALL VARIETIES OF SEA FISH

Fresh—Frozen—Smoked—Pickled—Salted—Dried

WHITE & COMPANY, LIMITED

WHOLESALE FISH DISTRIBUTORS

Cor. FRONT and CHURCH STS. **TORONTO**

HOLIDAY GOODS

Bananas, Peanuts, Oranges, Pineapples, Strawberries, Cabbage, Beans, Cucumbers.

We handle everything worth while in Fruits, Vegetables, Candies, Gum. May 24th is getting close. We can supply you with your holiday needs. Let us have your orders early and avoid disappointment.

WRITE FOR OUR PRICE LIST

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

ORANGES

Extra Fancy California

Golden Orange Brand Navels

Seedlings, Mediterranean Sweets, St. Michaels, Valencias and Bloods.

LEMONS

Californias and Messinas.

GRAPEFRUIT

Florida and Porto Rico.

Bananas, Pineapples, Tomatoes, Cabbage and all other Early Vegetables.

HUGH WALKER & SON

Established 1861 Guelph, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS. OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER
Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.
Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

TANGLEFOOT
The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH
WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Coffee, Its History, Classification and Description
By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.
MacLean Publishing Co.
Technical Book Department.
143-153 University Avenue, Toronto.

Kindly mention this paper when writing advertiser

15 cents VOL-PEEK
MENDS POTS & PANS



Tell your customers how easily they can repair leaky kitchen utensils with VOL-PEEK. They require no tools. VOL-PEEK can be applied with the fingers and the mended article will be ready for use as good as new—in two minutes or less.
VOL-PEEK is wanted in every home. Show it in your store and get a share of the demand. Put up in attractive display stands. Order from us direct or ask your wholesaler.
H. NAGLE & CO., Box 2024, Montrea

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO



Custard that Compels Custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freeman's FOOD PRODUCTS Watford

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S
DOG CAKES
Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper
Twines & Cordage
Brooms
Brushes
Baskets
Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

War Flour Good Flour

By CARO M. BROWN
Chemist—Lake of the Woods Milling, Company, Limited

IN THE interest of Food Conservation it has been proved most economical to insist upon a standard loaf of bread from all bake-shops and this is only possible when a Standard Flour is manufactured. In order to effect this standardization of flour all over Canada, the Government requires that the mills make not less than 74 per cent. flour from wheat, that is, 74 pounds of War Flour is to be made from 100 pounds of wheat. This is only very slightly more than most mills are already extracting.

Not "Graham" Flour

The slight increase of flour extracted is **true flour**, and not Bran or Shorts. Formerly this slight amount of flour had been allowed to go into the feeds for animal consumption, but when every grain of wheat counts as it does now, this is too extravagant a practice. There need be no apprehension as to the quality of Government Regulation flour. It is NOT "Graham," nor even so-called "Whole-wheat" flour, and it is NOT flour mixed with Bran or Shorts. It is simply pure flour as taken from the wheat berry, purified and sifted exactly as in the past; but, instead of several grades, such as FIVE ROSES, HARVEST QUEEN, LAKE-WOODS, etc., being separated, all the flour is now blended together and only one brand will be on the market.

Colour More Creamy

The War Flour has not quite the white colour of FIVE ROSES, but for all practical uses it will give identical results in baking. Flavour, texture, general appearance and nutritive value will not be impaired in any way.

Good Baking Results

Foreseeing that some regulation of this sort was imminent, we have been trying out in our laboratory recipes for Bread, Cakes and Pastry, using the new "War Flour," our idea being to ascertain if any modification of present methods should be adopted. There need be no fear that the new flour will make unpalatable bread, cake or pastry. We were more than pleased with the results, and found that for bread no variation seemed necessary.

Suggestions for Your Customers

In making pie crust and puff paste, we have obtained the best results by using slightly less water than with FIVE ROSES. The crust was flaky, crisp and well-flavored. For cake, we followed exactly the same recipe in using FIVE ROSES and the War Flour; the cake from the War Flour was equal to that from FIVE ROSES in lightness and texture, was excellent in flavour and of a rich, creamy colour.

The War Flour being rich in gluten, care should be taken in making baking-powder biscuit and pastry not to work or handle it any more than is absolutely necessary, as this toughens the gluten, resulting in a texture less tender and flaky.

LAKE OF THE WOODS MILLING COMPANY LIMITED

MONTREAL — *Makers of FIVE ROSES Flour* — *WINNIPEG*

FIVE ROSES IN KHAKI—To conserve wheat, so essential to the Allied Cause, your favorite brand is now being milled according to Government Regulation. But the name "FIVE ROSES" which, for over a quarter century, has been a positive assurance of quality, is still your protection. Users of "FIVE ROSES Government Grade" Flour are assured of the best available flour under all conditions. Fortunate possessors of the famous FIVE ROSES Cook Book can bake with the new FIVE ROSES with practically no change in their present recipes and in the certainty of excellent baking results.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, MAY 10th, 1918 No. 19

TRADE MARK

Small's



MAPLE SYRUP

THE trade is doubtless familiar with the fact that SMALL'S SYRUP BRANDS have been long recognized on the Markets of the World as STANDARD (having larger sales than hundreds of other brands combined), and have held firmly the front line for the past eighty years, during which time many largely advertised brands have **come and gone.**

SMALL'S BRANDS are labelled in conformity with Pure Food Regulations and in no single instance has same failed to meet the Inland Revenue requirements. Merchants handling SMALL'S BRANDS are free to do so absolutely without risk.

The fact also that we are well secured in regard to supplies and our modern equipment and expert mechanics of long experience, places us in a most favorable position to give prompt service and interesting prices. Insist on SMALL'S BRANDS from your jobbers.

MAPLE BUTTER

The sale of **Small's Maple Butter** is now enormous. It is prepared from Small's **Original** Exclusive Secret Formula, held by Small's for the **past 60 years.** It does not sugar or turn to syrup, it is all the name signifies, a **smooth texture, uniform and spreads like butter.** For sale through all jobbers.

Smalls Limited are the sole proprietors and exclusive manufacturers of Smalls Brands. Brokers in all large centers.



SMALLS LIMITED

101 PARTHENAIS STREET - MONTREAL

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circu lations. Copy of report will be sent on request to anyone interested.



Build Up Your Business on

O-Cedar Polish

O-Cedar Products sell all the year round. Like most specialties, however, there are seasons in which their sale is especially lively.

Housecleaning Time is O-Cedar Time. Your customers need the O-Cedar Polish Mop, particularly in the cleaning season.

An O-Cedar Polish Mop is an essential to modern housekeeping. Its long 54-in. handle eliminates stooping and bending, or getting on step-ladders and chairs to dust high places.

It is treated with O-Cedar Polish and packed in a tin container which may be used later for re-treating the mop. Two styles, round and triangular in shape, price $1.50.

By putting in an O-Cedar window **now** you can build up some extra good business. The prominent O-Cedar advertising campaign is in full swing now, so that people will be influenced in favor of O-Cedar Products. All they need is a reminder that you have O-Cedar in stock—and the best reminder you have is your windows. Let us help you decorate them. Send for our window trimming material. It will make your windows show up wonderfully well.

Your jobber has some special O-Cedar Assortments. Ask his salesman about yours.

CHANNELL CHEMICAL COMPANY, LIMITED
TORONTO **ONTARIO**

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD,
or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

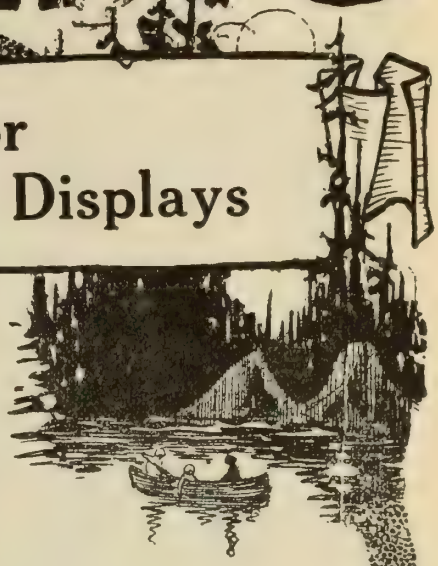
1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

BORDEN'S



Fine for Your Summer Displays



With the advent of the warm weather weeks there always comes a marked increase in the demand for Borden Milk Products.

Summer cottagers, campers and picnickers are well aware of Borden convenience. Many of them will now be planning their summer outings and a Borden display in your window will remind them to stow away ample supplies of these delicious milk products when making their preparations.



And even the stay-at-home folk will want to use more of such easily prepared, nourishing lines during the sizzling summer days. So that a regular display of Borden Milk Products will be productive of better-than-usual results throughout the coming months.

If your stock needs replenishing ask your wholesaler for new supplies.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



MORE ALE FOR YOU

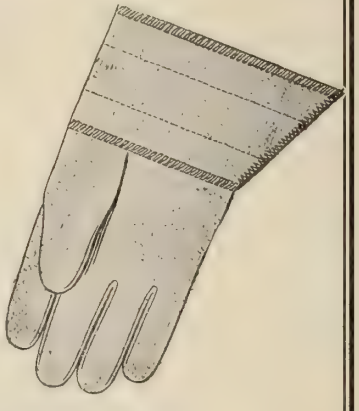
IT is an undoubted fact that peanut butter will be in bigger demand than ever during the warm season. Its high degree of food value; its light, sustaining features; its convenience, and, moreover, its economy, are becoming increasingly apparent to Canadian housewives. So that, while peanut butter is a good all-the-year-'round seller, the demand for it receives an additional impetus during the Spring and Summer months.

Be sure that you are well prepared for big business and REPEAT sales by handling Canada's best-known, best-liked brand—BOWES' Peanut Butter.

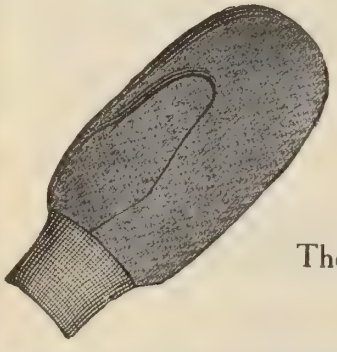
YOUR JOBBER WILL SUPPLY YOU. ASK HIM.

Every Man In Your Town

is a good prospect when you display the comfortable, carefully made TAPATCO Glove line.



TAPATCO
REGISTERED TRADE MARK BRAND



Ask Your Jobber

TAPATCO Gloves are made in many styles and weights to meet the requirements of the many. See how well they'll sell in your store.

The American Pad and Textile Company
Chatham, Ontario

CENTURY SALT

TRADE MARK



---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S



Your Customers To-day



Mr. Grocer, are studying economy more than ever before, but they do not like to practise economy at the sacrifice of QUALITY.

If you sell them CLARK'S PORK AND BEANS you are giving them an economical food and a QUALITY that cannot be beaten. The CLARK reputation also ensures you quicker and better sales.

PORK AND BEANS

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Mr. Grocer,

Are you giving your customer full value when she buys a jar of jam or jelly, marmalade or pickles, or do you give her a jar with a loose top and spoiled contents?

By insisting that all your glass containers be sealed with Anchor Caps, you will be adding to your own reputation by giving your customer perfect satisfaction.

Food products properly packed in a glass jar that is sealed with an air-tight Anchor Cap will retain their full flavor indefinitely and it is not necessary to make a special price in order to clear out your stock.

The attractive appearance of the package will immediately appeal to your customer and it is up to you to give her what you know to be best.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

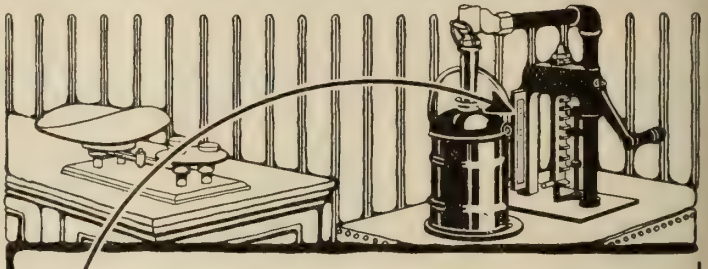
50 Dovercourt Road
TORONTO, ONTARIO

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.



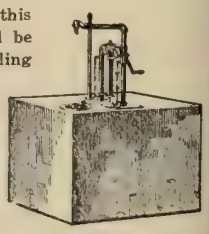
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BOWSER
ESTABLISHED 1885

Oil Storage Systems

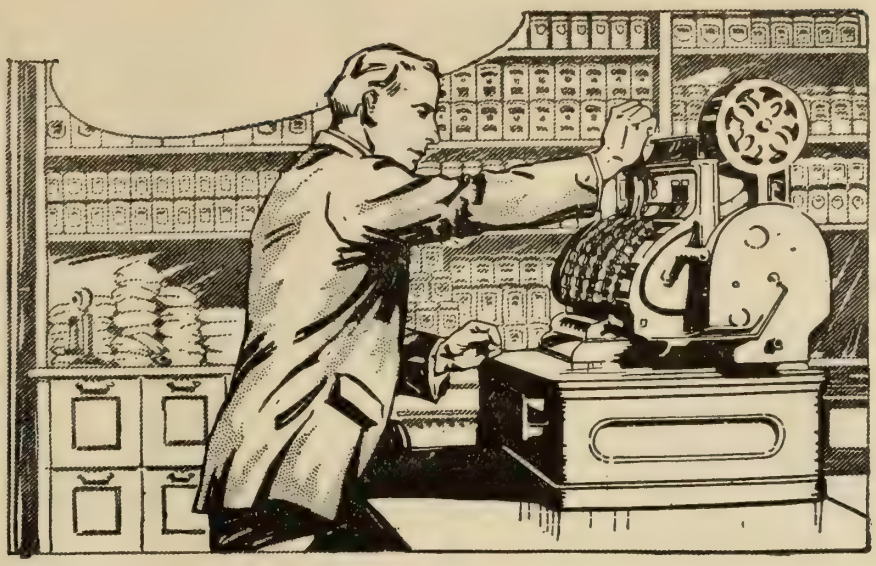
ACCURACY is the keynote found in the Bowser systems. By the automatic computer the merchant can easily measure 1c or 100c worth of oil. He protects himself as well as his customers by having the Bowser in his store. The ill-kempt oil department becomes a thing of the past.

Your oil department will be put on an efficient and profitable basis. In this day of rising costs all waste should be eliminated. Start now by installing a Bowser.



S. F. Bowser & Co.
Incorporated
Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



War conditions make accurate information very necessary

Canadian merchants are now troubled with new war-time conditions that require special attention.

(1) Turnovers are greater, but with less profit. (2) Clerks are scarcer, more costly and less efficient. (3) Overhead has increased out of proportion to profits.

To meet these conditions and maintain a normal percentage of profit, it is essential for the merchant to get his business figures promptly and accurately every day.

A National Cash Register will give you just the figures you most need to obtain complete control of your business.

With an N.C.R. System you can tell whether your turnovers and overhead are in proper proportion to your profits.

It will tell you whether you are getting all your profits—and enable you to know that the money is actually in the bank.

It will show which clerks are efficient, how many sales each is making, how much they amount to separately and together, and what kind of transactions they are. It will show which clerks are accurate, and which are making costly mistakes.

A National Cash Register will stop the guesswork and the losses

For further information fill out this coupon and mail it to-day

Department No. C-6
The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give me full particulars about the way an N.C.R. System will stop guesswork and losses.

Name .....

Address .....

Business .....

.....

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.) HAMILTON

WANTED

Experienced salesman for one of our trips (not in the city). Also
Young man with grocery experience to train to go on road shortly.
High-class men only considered, and must not be eligible for military service.
Write or telephone us, with full particulars, at once.

BRISTOL, SOMERVILLE & CO.

"COW BRAND"
Baking Soda



Seventy years ago Cow Brand Baking Soda was acknowledged the best on the market, and this proud pre-eminence it has maintained down through the years.

To-day Cow Brand Baking Soda is a peerless customer-pleaser and money-maker for good grocers everywhere.

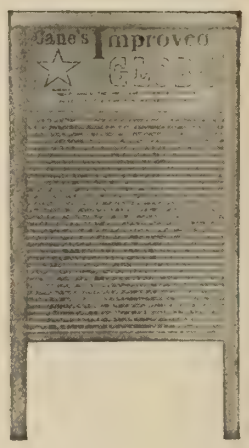
CHURCH & DWIGHT
LIMITED
Manufacturers - MONTREAL

Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. St. **John, N.B.**—MacLaren Imperial Cheese Co., **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

The fact that Furnivall Fruit Pure Jams have consistently maintained their quality reputation with particular people is sure evidence that Furnivall quality is indeed superior. If you are not now selling the Furnivall lines we suggest your beginning immediately.

A trial will convince you.

FURNIVALL-NEW, Limited
Hamilton, Canada

E.D.S.
ORANGE MARMALADE



Stock up with this delicious marmalade, the quality of which lives up to the well-known E.D.S. standard of goodness.

There is never a doubt about the customer-pleasing quality of E.D.S. Orange Marmalade.

The best Oranges obtainable, Pure Cane Sugar, Scientific Manufacturing — that's the reason why E.D.S. Orange Marmalade sells and satisfies.

Our agents can now supply you from the New Season's Pack.

E. D. Smith and Son
Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

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H.P. SAUCE

—good for Customers—good for you

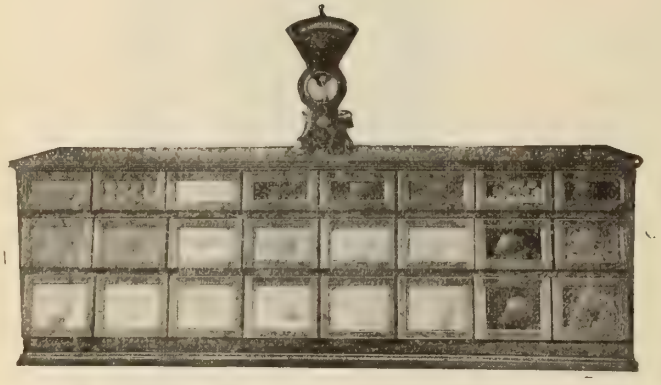
H.P. Sauce is such capital value and we spare no pains to acquaint the public with this fact.

H.P. is in big and constantly growing demand, and offers you a generous profit.

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



More Customers— Better Service— and 25% Less Labor!



Front View of our No. 3 Universal Counter

A PROPOSITION worth some considering, Mr. Grocer, in view of the labor shortage problem you are up against right now.

Doesn't it appeal to you to be in a position to serve more customers more acceptably with a staff depleted in the proportion of one man out of every four?

We are throwing no bluff when we say that **Walker Bin Labor-Saving, Efficiency-Making Equipment** will do this for you.

It is doing it for other grocers with similar problems and perhaps more serious difficulties than those impeding your business success.

Face the facts, Mr. Grocer. **The Man Famine is acute and is growing.** Discard the shelves and the lumber counters. Instal Walker Bin Fixtures and give better service with less labor.

We co-operate with you. Catalog, sketches of suitable fixtures, etc., supplied. Just give us the measurements of your store.

The Walker Bin and Store Fixture Company

Limited

KITCHENER :-: ONTARIO

Keep Food Saving as well as Men Before the Trade



Have No Hesitation

in choosing

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax · N.S.



Real reasons why you should recommend Egg-O to your customers

Show your customers how easily Cakes and Biscuits are made with EGG-O BAKING POWDER.

Egg-O—the Perfect Baking Powder that always gives satisfactory results.

Egg-O—the economical Baking Powder—one level teaspoonful to a cup of well sifted flour.

Egg-O—the Baking Powder that can be used with sweet milk, sour milk, buttermilk or water.

Egg-O—the Baking Powder that good grocers everywhere find such a profitable seller.

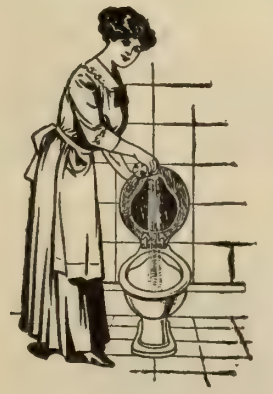
Show Egg-O in your displays.

Egg-O Baking Powder Company, Limited
Hamilton, Ont.

The First Trial Means a Constant User

All the unpleasant features of cleaning toilet bowls are eliminated by

Sani-Flush



A small amount of this chemical powder shaken into the bowl and left standing long enough to dissolve the incrustation, produces a clean, sanitary, odorless condition.

All you need do is to sell the first tin to a customer. After that **Sani-Flush** sells itself.

HAROLD F. RITCHIE & CO., LTD.
10-12 McCaul Street - Toronto, Ontario

It's astonishing how quickly the demand for

OCEAN BLUE

increases wherever introduced.

Customers who pride themselves on spotlessly white linen and lace continually recommend it to their friends who pass on the information to other particular people. It is really worth your while to have your store associated with Ocean Blue.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26 Wellington St. W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.

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MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - Manitoba

Sell your product to the West through this House

Our long-established prestige is at your service. Our men are keen; they cover the Western field constantly. Nine of them do retail work exclusively. They'll get you quick results.

We will send you full particulars and any information at our disposal. Write to-day to

SCOTT-BATHGATE CO., LTD.

140 Notre Dame Ave. E., WINNIPEG



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WHOLESALE

GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

When answering

Advertisements please mention

Canadian Grocer

THE

Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

Williams Storage Co.

WINNIPEG

Lessees
WINNIPEG WAREHOUSING CO.
288 Princess Street

Owners
C. S. TURNER CO.
147 Bannatyne Avenue

Prompt and Efficient SERVICE

Bonded or Free Storage
Track Facilities Steam Heating
WAREHOUSING DISTRIBUTING
STORAGE

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

This Space is Yours For $2.50 On Yearly Order

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

TO
Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

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MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Do you require representation in New Brunswick ?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

Just try how Mackay's will sell



IT'S THE REAL MACKAY

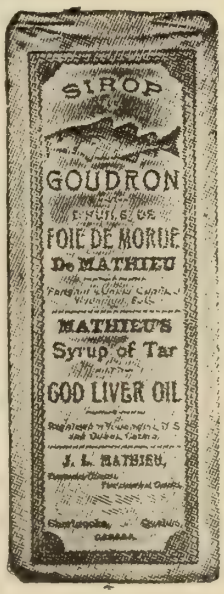
You can strongly recommend this delicious, wholesome Canadian-made Barley Food.

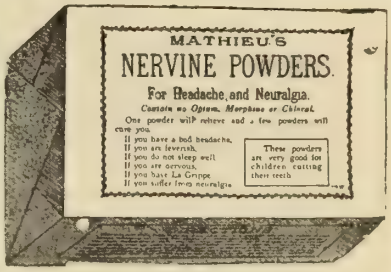
MACKAY'S PEARL BARLEY FLOUR is without any peer whatever. Gives soups and gravies a delightful flavor. Just the right food for infants and invalids.

A strong consumer publicity campaign is helping dealers to keep their sales of MacKay's going.

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.





Mathieu's
NERVINE POWDERS and SYRUP OF TAR

are the kind of dependable result-giving remedies that every good grocer can honestly recommend.

Many times you will have an opportunity of suggesting excellent remedies to your customers. They will thank you for drawing their attention to these lines. And your profits will be considerably increased.

J. L. MATHIEU CO.
PROPRIETORS
SHERBROOKE, QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.

A dandy suggestion for your Camp Goods Displays—

MINTEES

—a peppermint confection liked by everybody.

Show Mintees in every display of goods for outing folk.

Mintees are popular with everybody all the time, but to those of your customers who are planning camping parties, fishing trips, picnics, etc., these delightful little confections have a particular appeal.

Tell them how good Mintees are after smoking or eating. Good for young and old.

Always have a good stock of Mintees on hand. The handsome display box contains twenty big five-cent rolls—every roll wrapped in tin foil. **Good looking. Tempting. Profitable.**

We offer three excellent flavors — Mintees, Cintees and Clovees. All our lines are quick movers and good money-makers. Your jobber can supply you. Call him up to-day and tell him you want a supply of these customer-pleasers.



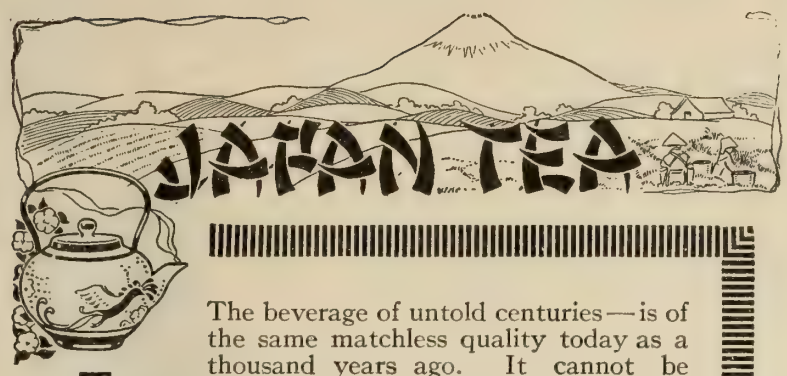


O-Pee-Chee Gum Co.

Limited

LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.



The beverage of untold centuries—is of the same matchless quality today as a thousand years ago. It cannot be improved. The Government of Japan guarantees the purity of Japan Tea. Its use by more than 50 per cent of Canada's tea drinkers testifies as to its quality.

"The salts of tea reduce the amount of solid food necessary and maintain the vigor."
—Dr. Williams, Yale.

16

From that wonderful island nation comes this beverage—pure, wholesome, unadulterated—to please the palates of discriminating Canadian tea drinkers.

And the fact that more than 50 per cent. of tea lovers in this country use Japan Tea by preference is a striking testimony as to its real true value.

Most good grocers sell Japan Tea. They find the demand ever growing, a result of its own good quality, backed by our consumer publicity. And the profits are generous—the business-building kind.

In selling
MALCOLM MILK PRODUCTS



you not only reap a good-sized profit, but you also encourage Canadian Enterprise and Canadian Capital.

For Malcolm Milk Products are **the** all-Canadian Condensed Milk Products. They are entirely Canadian-made, and their quality equals that of the most widely advertised imported brands.

Try a sample order of Malcolm's. Results will show you how profitable they are.



Made-in-Canada by the All - Canadian Condensed Milk Company.

THE MALCOLM CONDENSING CO., LIMITED

The All-Canadian Condensed Milk Company

ST. GEORGE, ONT.

Approved by dealer and customer

Marsh's Grape Juice pleases the dealer with lively selling and the customer with its delicious Concord Flavor.

Freight prepaid on 5-case lots or more.

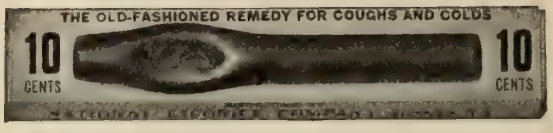


The Marsh Grape Juice Company
Niagara Falls, Ontario

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.

Y & S
STICK LICORICE
in 10c Cartons



Everything in Licorice for all Industries using

LICORICE

in any form.

Made in Canada by

National Licorice Company

MONTREAL

THE Chicken Chowder Club

Start a branch in your community now. It will pay you.

Your customers do not need to be reminded of the importance of increased production.

A practical idea, such as the Chicken Chowder Club, designed to increase the supply of meat and eggs, is certain to "catch on" with your customers, particularly when their interest is stimulated by the valuable prizes offered in the contest now about to begin.

Get this club going and your sales and profits will leap ahead. We want to sell the Purina Poultry feeds through you. We supply you with effective selling helps—Eye-catching Posters for your store, Poultry Books for your customers, Circulars for distribution, etc.

There will be no lack of interest in the competition once you get it started. Begin now. The profits on Purina Products are worth going after. Write us for all particulars.

C. C. C.

This will appeal to you.

Mr. Poultryman, can you show a better record than your fellow poultry breeders. If so, why not prove it by joining our Chicken Chowder Club. Think carefully what it means to win one or more of our prizes.

You will know that your flock competed successfully against thousands of others. The advertising value of this fact alone is certainly worth your efforts.

You may win one or more of the eight valuable prizes offered.

You will be helping increase production of meat and eggs, thereby conserving the supply of beef and bacon.

It is worthy of note that the contest will be judged from a strictly utility standpoint. We do this because we feel that the great need to-day is for meat and eggs.

Prizes will be awarded as follows:—

1st prize—$25.00 for most eggs produced.
2nd " —$15.00 for most meat produced.
3rd " —$10.00 for best general utility flock.
4th " —$5.00 for youngest layer.
5th " —100 lb. Purina Chick Feed for heaviest male bird.
6th " —100 lb. Purina Scratch Feed for flock showing best monthly development at the end of December.
7th " —50 lb. Purina Chick Feed for heaviest capon.
9th " —50 lb. Purina Scratch Feed for best photo of one or more chickens entered in this contest.

Contest starts May 15th, 1918, and closes May 15th, 1919. It costs you nothing to enter.

If there is anything you do not understand thoroughly, write us at once, addressing your letter to the Secretary of the Chicken Chowder Club.

Each member will receive, on application, rules governing the contest, blank records, and a Purina Poultry Book. Fill in the attached coupon at once, and mail direct to us.

The Chisholm Milling Co., Limited, Toronto, Can.

I hereby make application for membership in the Chicken Chowder Club.
Kindly send me a copy of the rules.
It is understood membership and rules are absolutely free.

Name .....

Address .....

My Dealer's Name .....

My Dealer's Address .....

Our Salesman will call on you shortly, but write us direct if interested



The Chisholm Milling Company, Limited

Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.



8 Boys Are Fed on Quaker Oats

At the Cost of Feeding One on Meat

Suppose we figure that 500 calories—the unit of nutrition—forms a proper breakfast for a boy.

In Quaker Oats those 500 calories cost less than three cents. And they come in the ideal boys' food—in the food that holds supreme place as a food for growth.

See what that same nutrition costs elsewhere.

In Quaker Oats	**3c**	**Meats and Eggs av.**	**24c**
Potatoes	**8c**	**Mixed Diet**	**11c**

Cost comparisons are based on prices current at the time of writing

That is, a meat or egg meal averages eight times the cost of Quaker Oats.

Even bread and milk costs about three times as much.

Yet the oat is our greatest grain food —twice as nutritious as round steak. No other grain can match it in flavor, in nutrition or in balance.

Use more Quaker Oats. Make it your basic food—the entire breakfast. Mix it with your flour foods to save wheat and add a welcome flavor. That is the best way to lower cost of living.

Quaker Oats

With a Flavor That Won the World

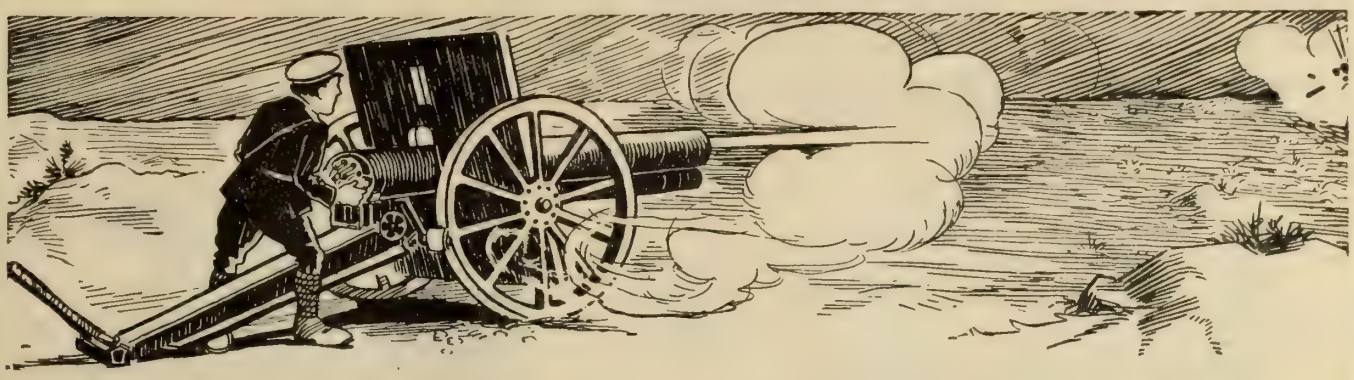
The love of flavor is the reason for getting Quaker Oats. These are flaked from queen grains only—just the big, rich oats. We get but ten pounds from a bushel. The result is a wealth of flavor which has made this brand the favorite in a hundred nations. Yet it costs no extra price.

35c and 15c Per Package.

THE QUAKER OATS COMPANY

Peterborough, London, Sudbury, Neepawa, Saskatoon

CANADA



QUICK ACTION!

TO help win the war the Government have seen fit to cut down our supply of sugar, with the result that our output of confectionery and biscuits is reduced one-half.

THIS means that our twenty-four travellers will be working only half time. Some manufacturer of a grocery specialty can use the other half. We guarantee to put your line on the map quicker than any other organization in Western Canada.

IF you are a manufacturer who can use a staff of two dozen sales-producing specialty men, write us to-day. There never was such an opportunity to hitch up with a live sales organization like this.

DINGLE & STEWART

Storage and Forwarding Facilities and Large Warehouses at Three Centres

BRANDON WINNIPEG EDMONTON

If any advertisement interests you, tear it out now and place with letters to be answered.

DANGER AHEAD
GROCERS, BEWARE!

A recent enactment of the Ontario Government, dating May 1st, 1918, makes it imperative that every sale of Extracts and Essences made by Wholesale or Retail Grocers

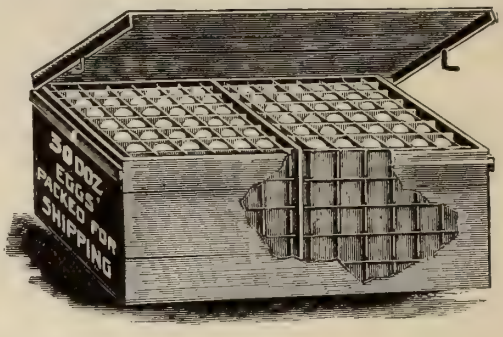
Must Be Registered.

Infringement of this law means a **HEAVY PENALTY.** I have had printed at minimum cost a registration book which complies with the law in every respect. **Every Grocer** should have one at once. Don't delay. Special price for quantities.

Single copies, 1,000 registrations, 50c each post paid, cash with order.

T. H. LITSTER
38 FRONT ST. EAST - TORONTO

The Miller Bros. Co., Ltd.
20-38 Dowd Street
MONTREAL - - - QUEBEC



Manufacturers of

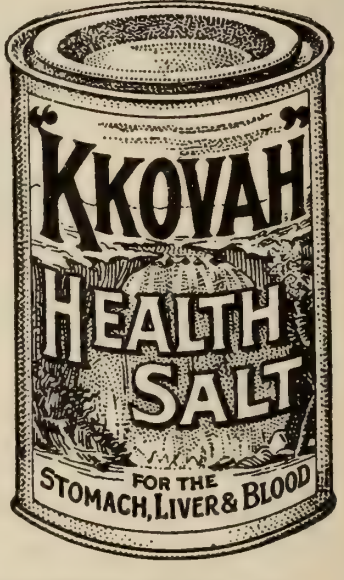
White pulp egg case fillers and extra flats, in standard and extra large sizes, for 12 and 30 dozen egg cases.

TEES & PERSSE, LTD., WINNIPEG
Distributors for Manitoba and Northwest
In car lots and less than car lot quantities



GOODWILL—

the foundation of all good business — is the confidence of your customers. And that confidence is only secured by supplying reliable goods.



KKOVAH CUSTARD

because of their quality will help to give satisfaction always.

KKOVAH Health SALTS

nce. They

SOLE AGENTS FOR CANA
MACLURE & LANGLEY LI
WINNIPEG TORONTO MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

PURE MAPLE SYRUP

Where can I buy pure maple syrup in 5, 10 or 15 case lots direct from the producer or distributing agent?

P. M. Moynes, Caron, Sask.

Ans.—It may be obtained from the following firms in any quantity: The Bowes Co., Ltd., Toronto; Charbonneau, Ltd., Montreal; Canada Maple Exchange, Montreal; Smalls, Limited, Montreal.

WESTERN MARKET FOR WASTE PAPER

Where is the nearest market for baled waste paper, and what is the price for the same?

P. M. Moynes, Caron, Sask.

Ans.—Your nearest market is Winnipeg. The Winnipeg Paper Stock Company, Ltd., is a handler there. Paper is at a discount at the present. Toronto prices are $12 a ton; Winnipeg probably about the same figure.

BOOKS ON ADVERTISING

I noticed that you are offering for sale some books on advertising. Would you give me the names of these books and prices?

Alphonse Cote, Quebec.

Ans.—Any of the following books would be of service: Retail Advertising Complete, Frank Farrington, $1.00; Ads and Sales, $2.00; Sales Plans, $2.50. Any of these books may be obtained from CANADIAN GROCER. Address Technical Book Department.

CONSUMERS' ASSOCIATION AGAIN

Will you please give me some information as to the reliability of the Consumers' Association, Windsor, Ont.?

J. Turner, Toronto.

Ans.—The operations of this firm are within the law—but no more. They use leading lines to sell others of little value. The average price is higher than the retail merchant's. This company's activities have been described at length in former issues of CANADIAN GROCER.

HARVARD SHEETS

Please give me the address of the printer of the Harvard sheets for stockkeeping.

F. Harrison, Birtle, Man.

Ans.—Apply, Bureau of Business Research, Harvard University, Cambridge, Mass., Retail Grocers' Section.

HOW MANY LICENSES NEEDED?

Would a grocery store need separate license to sell butter and eggs, meat, bread, etc., and if so, would it be necessary to have all license numbers on sales slips?

Albert Berscht, Wellesley, Ont.

Ans.—We think the retail grocers' license would be all you would require. Unless there is an extensive sale in meat, fish or similar lines no second licenses will be necessary. Where two licenses are required both numbers must appear on sales slips.

FARMERS' CLUBS MUST BE LICENSED

Must farmers' clubs have a license?

Gagner Bros., Plain Court, Ont.

Ans.—Yes. They must be licensed as a co-operative society.

NUMBER ON EVERY BILL OF GOODS

Under the new food license is it necessary to have license number on every bill of goods the customer receives?

Albert Berscht, Wellesley, Ont.

Ans.—Yes. A rubber stamp will do.

NO LICENSE NEEDED TO SELL EXTRACTS

Will a grocer require a license to sell flavoring extracts?

T. Hockin Co., Dutton, Ont.

Ans.—No. He must not sell more than 2½ oz. bottle, and he cannot sell ginger. He must also keep a record of the purchaser.

BEES

Where can I buy Italian bees by the pound.

Geo. H. Beckstead, Williamsburg, Ont.

Ans.—Apply to the Root Canadian Co., 73 Jarvis St., Toronto, or F. W. Jones, Bedford, Que.

TEA IN LARGE PACKAGES

Can you tell me if there are any manufacturers putting up tea in 5 or 10 lb. packages.

Jas. Levange & Son,
Frankville, N.S.

Ans.—T. H. Estabrooks, Ltd., St. John, N.B.; Thomas J. Lipton, Toronto.

COLLECTOR OF ACCOUNTS

Can you give me the name of a reliable collector of accounts in Niagara Falls, Ont.

———, Kingston, Ont.

Ans.—F. H. Upper, Niagara Falls, Ont.

NAMES OF DRUG WHOLESALERS IN TORONTO AND MONTREAL

Please give me a list of the wholesale druggists in Toronto, Montreal and Quebec. Also please give me the names and addresses of some grocery houses in Montreal who will be allowed to sell liquor until May, 1919.

J. A. Morrison, Tarbot, Victoria Co., N.S.

Ans.—Names of wholesale druggists in Toronto, Montreal and Quebec as follows: Lyman Bros. & Co., Ltd., Toronto; Northrop & Lyman, Ltd., Toronto; J. F. Taylor Pharmacal Co., Ltd., Toronto; Waterbury Chemical Co., Ltd., Toronto; National Drug & Chemical Co. of Canada, Ltd., Montreal; Wyeth Lyman Laboratory, Inc., Montreal; Alliance Limoilou, Ltd., Quebec.

Names of wholesale grocers in Montreal who, as far as we know, will be selling liquor until prohibited in 1919, are as follows: Hudon, Hebert & Co., Desbresoles St., Montreal; L. Chaput & Fils, Desbresoles St., Montreal.

WHOLESALE FLORISTS

Would you kindly give me the address of some wholesale florist.

MacEwens Grocery, Cobalt, Ont.

Answer.—Miller & Son, Lauder Ave., Toronto; Montreal Florists' Exchange, Montreal.

MONTREAL OFFICE OF "CANADIAN GROCER"

Kindly let me know if you have an advertising agent in Montreal.—J. S. Benoit, 1379 Greene Ave., Westmount, Montreal.

Ans.—Mr. F. McLaughlin, Southam Bldg., 128 Bleury St. (Tel. Main 1004), is Montreal representative of CANADIAN GROCER. Names and addresses of all outside offices of this company in Canada, United States and Great Britain, appear on editorial page of each issue.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

METALS · CHEMICALS · GLASS
B&S·H
Established 1790

Do not fail to secure our quotations on:---

Cream of Tartar
Glycerine
Citric Acid
Tartaric Acid
Borax
Blue Vitriol
Acid Phosphate

B. & S. H. THOMPSON & COMPANY, Limited

MONTREAL

Established 1790. Branches at TORONTO, WINNIPEG and NEW GLASGOW, N. S.

Advertisement pulls for five months, and still at it.

The Hobart Manufacturing Company, Toronto, makers of Store Equipment, received a reply the other day from a merchant in the British West Indies, to an advertisement of theirs in CANADIAN GROCER of October last. That merchant evidently keeps every issue of his business paper on file. He is not the only merchant who does so.

A Canadian merchant required a particular iron product. He remembered that it had been advertised by a certain firm TEN years before in the MacLean Business Newspaper to which he subscribed. He was able to turn up his files to that very advertisement, and he placed his order.

MacLean Business Newspapers add this extra long life to the advertisements that appear in their pages. The business men who subscribe to them read them thoroughly from first page to last.

MacLean Business Newspapers are kept on file by their readers. They are continually being referred to for business facts. They are continually being referred to for particulars of advertised goods, and for addresses of advertisers. MacLean Business Newspapers reach the business communities interested in your goods. Write to-day for advertising rates of the Business Newspaper most interesting to the readers you want to reach.

THE MACLEAN PUBLISHING COMPANY

Publishers of MacLean's Magazine, Farmers' Magazine, The Financial Post, Canadian Grocer, Canadian Machinery, Hardware and Metal, Dry Goods Review, Men's Wear Review, Bookseller and Stationer, Sanitary Engineer, Power House, Printer and Publisher, Marine Engineering, Canadian Foundryman.

153 UNIVERSITY AVE., TORONTO

Red Rose for Economy

When Customers ask for an economical tea, recommend Red Rose. Its rich ASSAM strength makes it yield 250 cups of full flavored tea to the pound. Your customers will be delighted!



the food problem

is going to be very acute this year. This will apply in Canada as well as in other parts of the World. Economy must be the watchword in every household.

Simcoe Brand Baked Beans

(*With Tomato Sauce*)

are rich in nutritive value and most economical. They make a dish which is equally popular with all members of the family and they welcome it as a substitute for meat on meatless days.

Keep a good stock of Simcoe Baked Beans on hand and recommend them to your customers.

The various sizes help to sell each other



Dominion Canners, Limited, Hamilton

FRESH FRUITS
VEGETABLES

We are now receiving from the South

Cars arriving daily. Getting cheaper. Order freely.

Strawberries, Pineapples,
New Cabbage,
Spinach, Asparagus,
Bananas, Oranges, Lemons,
Grape Fruit,
Texas Onions, Cocoanuts,
ETC.

FRESH FISH
DISTRIBUTORS

As the lakes will be opening soon for fishing, we expect regular and liberal supplies of all varieties of Fresh Lake and Sea Fish.

FRESH HALIBUT

First car of season arrived by express Friday. Regular arrivals will follow.

WHITE & COMPANY, LIMITED

Importers from the Principal Southern Markets

Branch at Hamilton **TORONTO**



These Offer You a Profit-Making Certainty

The margin of profit you get on every sale of our useful and sanitary pottery makes it very worth while for you to display it constantly. No long argument is necessary to convince the good housewife of the great merits in "putting down" food products in stone jars. A little display in a corner of the store will be all that's necessary to create good sales for you.



Tall Butter Jars

With or Without Covers

¼ gallon (3 lb.)		
½ gallon (5 lb.)		
1 gallon (10 lb.)		
2 gallon		at 15c.
3 gallon		per gal.
4 gallon		
5 gallon		
6 gallon		

Churns with Stone Covers

(Dashers included)

2 gallon	$ 7.92 per doz.
3 gallon	10.32 per doz.
4 gallon	12.48 per doz.
5 gallon	14.40 per doz.
6 gallon	16.56 per doz.
8 gallon	25.20 per doz.
10 gallon	31.20 per doz.
12 gallon	36.00 per doz.

Cheaper and more sanitary than Wooden Churns.

Write us now for a complete list. And should you favor us with an order, large or small it will receive our prompt attention.

THE

Toronto Pottery Co., Ltd.

617-618 Dominion Bank Building, King and Yonge Sts. TORONTO



Preserve Jars

With Stone Covers

CANADIAN GROCER

Vol. XXXII. TORONTO, MAY 10, 1918 No. 19

Aspects of Flour and Sugar Regulations

Of Unquestioned Benefit, if Wisely Used, There Are Many Aspects of the Situation Not Considered in the Regulations—Some Questions of Importance to the Trade Interpreted

RECENTLY the Canada Food Board sent out an additional statement bearing on the restrictions on the stocks of sugar and flour that may be held by wholesaler, retailer and consumer, calling attention again to the matter and stating that holders of supplies in excess of the quantity permitted had better return them immediately to the source from which they were obtained, as it was the intention of the board to strictly enforce these regulations.

Unquestionably these regulations were framed to meet a real need, and they will go a considerable distance toward aiding the much desired end of conservation. Dealers in many sections have reported many instances of customers returning to them surplus supplies of sugar and flour. Unquestionably this, and the prevention of the hoarding that necessitated this action, is the intention of the order. Sugar refiners, who perhaps are most definitely affected by the matter, look with favor on the regulation, and believe that it will go a long way toward meeting what is for them at the moment a very serious situation.

Some Refiners' Opinions

A representative of the Canada Sugar Refineries states that "The new order will naturally curtail the consumption and the distribution will very probably be more widely made. Raws are coming in somewhat better," he continues, "and the situation from this standpoint looks more favorable."

The St. Lawrence Sugar Refinery officials are also of the same opinion, as in response to inquiries on the matter one of their officials stated that they expect that the new regulation will make the supply go much farther. There is not a great deal of improvement in sight in regard to stocks, it is stated, but the law against hoarding will unquestionably have a beneficial effect in conserving the supply available. The Montreal branch of the Dominion Sugar Company states that they are not permitted at the present to give anyone an amount sufficient for more than two or three days' supply. The orders they have at present and the contracts already in existence have to get the preference, they state, on any new business.

The Atlantic Sugar Refineries are of the opinion that these regulations will eventually result in a considerable improvement in conditions.

We are working, they state, on allocations and are looking for improvement, but do not know when it will develop. As to consumption, everything is up to the honesty of the manufacturer. Just how much sugar the new order will release it is difficult to say. It will eventually improve conditions, but this will take some time.

There seems to be no difference of opinion as to the wisdom of the new measure, and as to the probable benefits that will accrue.

More Than One Viewpoint

There is, however, to this new measure more than one viewpoint. In the average viewpoint it is clear sailing. The hoarder deserved no sympathy from anyone if it is a matter of intentional hoarding. But there are situations that have made stocking of heavier than ordinary supplies either imperative or a custom of long standing. The Canada Food Board have realized this and have made exceptions in the case of persons living at distances from the store. These exceptions, however, only cover the general case, and it is in the particular case that the difficulties may arise unless this legislation is administered with wisdom and understanding, as it is only right to believe it will be.

Of recent date a number of enquiries have been made of CANADIAN GROCER for interpretations of the law in regard to their especial case. Consider these questions that have been asked by actual merchants who have been faced by these very propositions, and who are looking for some way of co-relating the regulations to the particular conditions with which they are faced.

What of the Merchant Who Distributes a Car of Sugar Annually?

Here is a merchant, for instance, who for years past at a certain period has been accustomed to buy a carload of sugar. The sugar is sold direct from the car and is disposed of in two days at a very small profit. In February of this year he bought this car, and his customers, as has been their custom for years past bought supplies to carry them over several months. Not in excess of their normal purchases, be it noted, but in many cases in excess of the supplies stipulated in the recent order. This merchant asks what is he to do. Is he to take back this sugar, and carry it for a long period? That would entail quite a serious financial obligation that he does not feel equal to bearing, or is he to return it to the refinery, and if so who is to be responsible for the extra freight charges.

Without any ruling on this matter being available, CANADIAN GROCER has taken upon itself to advise this merchant that his position is beyond question; that he made a bona fide sale, and that his customers made a bona fide purchase with no idea of withdrawing stocks of sugar from circulation. It is CANADIAN GROCER'S understanding of these orders that they were framed for a certain purpose, and that that purpose fulfilled, they will not be used to make the position of the merchant who is honestly endeavoring to obey the full letter of the law any more difficult than necessary.

When Is a Farmer Ten Miles from a Store?

There have been other questions propounded. The farmer living ten miles from a store may stock 120 days' supply. The question is asked: Suppose this man has been dealing with a certain store for many years. He travels the ten miles at regular intervals to deal at this store. Perhaps a mile or so in another direction is a cross roads store. May this man be considered as being ten miles from a store, or is he only one or two miles?

Failing again any statement on this definite case, it is the belief of this paper that to all intents and purposes the customer in question is ten miles from the store, and would be so considered, and would be entitled to stock the quantity of supplies that are permissible for per-

(Continued on page 29)

How the New Budget Will Affect the Trade

Some Phases of the Situation That Are of Particular Importance to the Grocer—Resultant Conditions in the Tea and Coffee Trade—Matches Hardest Hit

THE duty of 10 cents a pound on tea imposed under the new tariff regulations will entail an advance of that amount on all stocks on sale in Canada. There is no other way of meeting the situation. The margin of profit is too small to permit of the absorption of even a fractional part of this charge. Many merchants are maintaining the former price on stocks already on hand and are not advancing prices till they are compelled to. Large handlers of tea, on the other hand, whether wholesale or retail, will come under the surtax regulations which imposes the 10-cent tax on all holdings of 1,000 pounds or over. This tax was intended to cover the large stocks held by jobbers and wholesalers, who are heavily stocked at the present time, but it will also affect any other handler who has a stock that reaches these figures, This will involve many of the larger retail establishments, as this stock is not abnormally large for the larger merchants, especially in the face of conditions that have led many merchants to stock more heavily than has been their custom.

Excise Tax Bears Heavily on Some Dealers

Some tea jobbers who faced the tariff tax with equanimity are incensed against the excise tax, as it will involve very large payments on stocks on hand that must be made at once, while the stocks themselves may not be sold for many months. Unquestionably they are faced with uncommonly rigorous conditions, as they have to finance these large holdings with the extra danger occasioned by the increased price with no compensating improvement in profits. Representatives of some of these handlers are visiting Ottawa to place their case before the Finance Department, and to see if they can obtain any mitigation of these. It is understood that they are endeavoring to secure a reduction of 5 cents a pound on the excise duty.

Several tea importers stated to CANADIAN GROCER this week that the new tea duties were likely to be a very serious proposition for many of the jobbers. Stocks in the hands of the retail trade will naturally be allowed to run pretty low before the same are filled in with purchases made on the advanced rates. One importer stated: "The importer of new teas on 10c a pound duty basis will have a distinct advantage over those carrying the stock who would be in the position of not having to pay for his stock until it arrived two or three months hence. He would not have to pay interest, storage, insurance and other charges and so would be in a much more favorable position than the man holding teas at this time."

Present Tea Stocks Exceptionally Large

In regard to the general tea situation P. C. Larkin of the Salada Tea Company states that there is no likelihood of any further advance in teas for some time to come. This is not due to any easing of the situation in the primary markets but to the fact that here are heavier supplies of tea on this continent at the present moment than there have ever been before. Much of this heavy stock is of a comparatively poor quality, but it is none the less tea, and it all has its effect on the market. If the better grades were increased in price the natural tendency would be to turn toward the cheaper article.

Coffee Will Be Much Firmer for Months to Come

In regard to the coffee situation W. S. Greening of the T. B. Greening Company states that the tariff change will result in an increased cost of about 5 cents a pound to the retailer. The tariff of 4 cents a pound entails a somewhat higher cost as coffee shrinks somewhat in roasting. The preferential tariff of 2 cents a pound from Jamaica will have a tendency to increase the consumption of Jamaican coffee. This would entail an advance of only 3½ to 4 cents. On the other hand, however, this coffee can only be satisfactorily used in combination with other grades, so it is safe to say that the increase will be 5 cents a pound all round. especially as the transportation conditions make it next to impossible to get adequate supplies of Jamaican coffee.

Unlike the case of tea, at the time of the imposition of the increased tariff spot stocks were lower than they have been at any time previous. Probably Canada had no more than 60 days' supply at the best. This condition was due to the United States embargo on coffee and the difficulties of transportation.

As a result of these conditions, even with the increased price coffee may be expected to be in an unusually strong position for some months to come.

Matches Hardest Hit

The tax on matches is one of the most severe on the list. Fortunately matches are fairly cheap, for the present tax practically doubles the cost. The tax is one cent on every hundred matches, not as many people have apparently supposed one per cent. on the selling price. That means that the large box of matches that the housewife has been accustomed to purchase for 6 cents will with the new tax imposed cost 11 cents, while the boxes that have sold for a cent will now cost two. This because the large box contains about 500 matches, while the small box must pay the cent tax because the tax must be paid on all sales of matches.

Most merchants are not increasing the cost of matches on their present supply, as these do not come under the operation of the tax. Most manufacturers are arranging to send out their goods stamped. That makes a serious item for manufacturers who have to invest between $50,000 and $100,000 in stamps and carry that amount on their books from 30 to 60 days before they receive any return. The same thing, in a lesser way of course, applies to the retailer. It is probable that there is a month's supply of matches on the average in retailers' hands which means that it will be roughly that time before it becomes imperative for the merchant to increase his prices. This tax will be paid in stamps to be placed on the box and cancelled in the same way as has been done on patent medicines. There the grocer's responsibility ends.

SOME PROBLEMS RE THE TEA TAX

There is some uncertainty among the trade as to the status of booked orders under the new regulations. As these orders are often sold by the retailer in advance, if the tax were imposed on these it might involve a real hardship and a complete loss. A Toronto tea jobber asked for a definite pronouncement on this matter and received assurance from the Finance Department at Ottawa that booked orders that are legally binding do not come under the new excise tax, and can therefore be delivered and sold at pre budget prices. The question as to what quantities are exempt from tax is also a matter of interest. The wording of the budget certainly suggests that holdings under 1,000 pounds are free, while on holdings over that amount the excise tax must be paid on the entire quantity. Representations are being made to Ottawa to have a definite understanding on this matter, and it is possible that arangements will be made whereby only those amounts over and above the 1,000 pounds will become liable to the tax.

MACARONI PACKAGES STANDARDIZED AT POUND AND LARGER, AUGUST 1

As was forecast in CANADIAN GROCER some weeks ago a restriction has been imposed on the size of the package of macaroni and other alimentary pastes in Canada. After August 1, according to an order of the Canada Food Board the sale of these goods will be forbidden in packages of lesser weight than 16 ounces. The investigations of the Canada Food Board convinced them that this action would be in the interests of the public as a whole. It was found that the net contents of packages of alimentary pastes, as offered for sale, range from 6 to 16 ounces. The majority of the packages contain ten ounces net. but the same packages, if properly filled, would contain 16 ounces. As a consequence it is believed that the new regulation will result in a somewhat lower cost to the consumer.

Preparing for the Camp Goods Trade

The Wisdom of Forehandedness—Stock Supplies Early—Changing Arrangement of Store to Specially Stress These Lines Has Proved Effective in Many Cases

IT may seem to be a little cool at the moment to be talking about camp goods, and probably for that reason many merchants have given no thought to the matter. It is only a matter of a few weeks, however, before the exodus will begin, and it is not too soon to be providing against that time and for thinking out plans for the handling of this trade.

First of all there is the matter of stocking the goods. It is quite possible to be deluded by the cold weather of early spring into a neglect of this important matter. That means a hurry-up order on the jobber, delays and annoyances of every description. Moreover less than ever can the merchant afford this last minute method of ordering. Stocks are low with many jobbers, and certainly the transportation situation is decidedly uncertain. Orders that in former days would be received in the course of two or three days may take weeks under the present conditions. Forehandedness is an essential if the merchant is to be prepared for this trade.

Keeping Tab on the Customer

It doesn't take the merchant long as as a rule to go over the list of those who are likely to move to some camp or summer resort. He can usually by a little interested inquiry discover just where the customer is going, and the kind of establishment they will be keeping. With this information it will not be difficult to figure out the actual needs, and the needs that by a little judicious fostering may be created. There the merchant has the goods that will be required for the successful handling of this branch of his trade. That gives the merchant a chance to buy without hurry and consequently with judgment, and it gives the jobber a chance to handle his business with care and to the best possible advantage to the merchant. Rush orders are in these present days something that should be strictly avoided.

Changing the Store Arrangement to Emphasize Camp Lines

With the goods on hand the merchant knows exactly what he has to sell. The list of customers with their possible requirements will again serve him in good stead in planning his campaign as to whom he will sell to. A few suggestions dropped from time to time regarding the fact that he is prepared for these summer needs will be sufficient to interest the customer. Many merchants have found it of value to give up some of their shelf space at this season to these particular lines of goods. Of course many of these summer lines are naturally part of the shelf stock at all times, but when they are congregated in one section they make a much more effective appeal to this particular type of trade. That means a little trouble unquestionably, but there are spare moments in every store when something of this nature may be done without encroaching on the regular work. Moreover, it will not be work wasted as far as other business of the store is concerned. A little changing around of stock is one of the effective ways of stimulating sales, so the effect should be noticeable in every department of the store.

Unit Displays a Selling Factor

Many merchants also have used with success special unit displays of various lines particularly suitable for campers. These displays are either on tables in the store or are arranged on the counters. While they are directed especially to the attention of the possible campers, they are brought to the attention of all the store's customers in a new way and therefore with a renewed interest. Some merchants have the idea that because the list of their customers who will be away for the summer is comparatively small that there is very little use in taking this trouble. These merchants lose sight of the very large influence that is exerted by suggestions of this nature that unquestionably are effective, and many merchants have proved in actual experience that their



A splendid window trim displaying camp goods.

sales in these lines to people who had absolutely no intention of going away anywhere was greatly increased owing to this bid for a particular trade.

Then, too, the window display is of immeasurable value in enlarging the influence of the appeal. The people who are interested, whether they are customers of the store or not will be brought under its influence and in this way may be induced to turn a part of their trade to the store.

These seasonal appeals are not items that the merchant can well neglect if he is endeavoring to make the very most out of his business.

COURT CASE OVER SALE OF PORK TENDERLOIN

Summonses have been issued against three Regina restaurant men for selling pork tenderloin. The case came up in the police court the very morning that a dispatch appeared in the papers from Winnipeg stating that pork tenderloin was considered offal and that it was legal to sell it, according to A. F. Philp of the Canada Food Board. When the case came to court J. A. Secord, acting for the defense, asked for a remand of one week, and the case will come up on Thursday next.

Chief Bruton, chief of Regina police, claims that if the Food Board had decided to class the tenderloin as offal he and others responsible for the enforcement of the regulations should have been officially notified at the earliest possible moment. Restaurant men in the city had acted in the right spirit, the chief continued, and had asked him in many instances to interpret the law for them and this he had endeavored to do to the best of his ability.

NEW REGULATIONS FOR DRIED FRUIT PACKERS IN UNITED STATES

Special rules and regulations governing packers of dried fruits as well as wholesalers and retailers of these commodities have been issued by the United States Food Administration. One of the most important is that licensees shall not offer dried fruits for sale prior to May 1 of the year in which the new crop fruits in question are to be grown and packed, which is much later than they have been accustomed to offer them in former years.

The rules are directed specifically to licensees engaged in the business of preparing or packing dried peaches, apples, prunes or raisins.

Another rule is that after May 1 "the licensee shall not face or cause to be faced any licensed dried fruits in any package containing over 10 pounds net. Such facing will be regarded as a wasteful practice." Faced fruit packages are those in which the top layer is carefully arranged by hand, and the rule against the practice eliminates labor which adds about one-fourth of a cent. a pound to the price of the fruit.

SASKATCHEWAN CREDIT MEN ELECT OFFICERS

The annual meeting of the Canadian Credit Men's Trust Association Limited, Saskatchewan division, was held in Regina Saturday, April 27, the following officers being elected:

President, D. S. Cunningham, National Drug and Chemical Company, Regina; vice-president, H. K. Shackell, Codville Company, Limited, Moose Jaw; board of directors, E. B. Stevens, Cameron and Heap, Limited, Regina; J. L. Hilton, Robin Hood Flour Mills, Limited, Moose Jaw; E. Blenkhorn, Campbell, Wilson and Strathdee, Limited, Regina; W. G. Elliott, B. F. Ackerman and Son, Limited, Regina; G. H. Anderson, Amherst Central Shoe Co., Limited, Regina; T. E. Fletcher, Regina Sterling Bank of Canada, Regina; Geo. S. Jarvis, Campbell, Wilson and Millar, Limited, Moose Jaw; W. H. McCulloch, Ashdown Hardware Co., Limited, Saskatoon; L. A. Kennedy, H. G. Smith Co., Regina.

The principal discussion of the meeting dealt with the question of conservation, and the credit men expressed the opinion that merchants, both wholesalers and retailers, should keep on hand only their necessary requirements.

J. L. Hilton of the Robin Hood Flour Mills, Moose Jaw, retiring president of the association, was presented with a framed photo of himself.

The annual banquet of the association was held Saturday evening at the Assiniboia Club, Regina.

Program of the Saskatchewan R. M. A. Convention

To be Held in Saskatoon on May 14, 15, 16

THE first draft of the program of the fifth annual convention of the Saskatchewan Branch of the Retail Merchants' Association gives promise of a very enjoyable and profitable session. E. B. Moon, one of the speakers, is not only an authority on the general principles of the problems he discusses but is a practical authority as well, as he is personally interested in a retail business. It is probable that Fletcher Sparling, general manager of the Hudson's Bay Company, Winnipeg, and H. W. Wood, president of the United Farmers of Alberta, will also be present and deliver addresses, though as this had not been definitely arranged, their names were not added to the program.

There are some matters of considerable importance to come up that makes it desirable that every merchant possible should arrange to be present at the convention. Where there are matters of sectional interest to be considered special conferences will be arranged where these matters may be discussed and dealt with.

The evenings of the second and third day have been left open for the delegates to employ as they may see fit.

The program as arranged is as follows:—

PROGRAM

Tuesday, May 14th

9.00 o'clock—Delegates and visitors will call at the Convention Hall for the purpose of registering and receiving their badges.

9.30 o'clock—Convention Hall—Opening session. Addresses of welcome by His Worship Mayor Young and Dr. W. C. Murray, president of University of Saskatchewan. President's address. Treasurer's report. Secretary's report. Appointing of committees. Announcements.

Tuesday Afternoon

1.30 o'clock—Convention Hall — Receiving resolutions and consideration of same.

4.30 o'clock—Question box and general discussion.

Tuesday Evening

8.00 o'clock—Convention Hall.
Song—selected, Arnold Smith.
Harmonies, Travellers' Quartette.
Address by E. B. Moon, director of the Department of Community Building and Trade Department of the Farmers' Review, Chicago.
Subject, "Business Barometers."
Discussion.
Character Song — selected, Charles Smith.

Wednesday Morning, May 15th

9.00 o'clock—Trade section meetings.

10.00 o'clock—Receiving resolutions and consideration of same.

11.00 o'clock—Question box and general discussion.

Wednesday Afternoon

1.30 o'clock—Convention Hall—Annual meeting of Retail Merchants' Mutual Fire Insurance Company.
Reading of minutes.
President's report, including financial statement.
Election of two directors.
Discussion on future policy of company.

3.30 o'clock—Address by E. B. Moon.
Subject, "Advertising Copy," "Mail Order Competition."
Discussion.

5.00 o'clock—Question box and general discussion.

Wednesday Evening

This evening is left open for the delegates to utilize as they wish. The Convention Hall will be available for Trade Section meetings if desired. Arrangements can be made for such meetings by getting in touch with the Secretary before 6 p.m.

Thursday Morning, May 16th

9.00 o'clock—Convention Hall — Receiving resolutions and consideration of same.

Thursday Afternoon

1.30 o'clock—Convention Hall.
Address by E. B. Moon.
Subject, "Jobbers' Co-operation With the Retailer."

3.00 o'clock—Election of officers.

4.00 o'clock—Discussion of policy for coming year.

5.00 o'clock—New business.

6.00 o'clock—Convention closes.

GOD SAVE THE KING

Is the Commercial Traveler a Necessity

A Member of the Dominion House Urges Elimination of the Travellers Occupation —Views of Some Wholesalers and Retailers on the Matter

WITH an order to require all men between the ages of 16 and 60 to be engaged in some useful occupation, and with the demand for labor on the farm and elsewhere becoming daily more imperative, it is becoming a question as to just what is a useful occupation.

In a recent session of the Dominion House the commercial travellers came under discussion. John Best, of Dufferin, in the course of some remarks on the needs of the farm declared that commercial travellers could all be called off. The government, he said, should consult the wholesalers and have this done. "The labor situation is serious," he continued. "Men are required for the trenches, but it would be a bad thing if people should die of starvation later on because the farm had been neglected."

Mr. Best evidently puts the commercial traveller in the list of unnecessary activities.

There is somewhat of a difference of opinion on this point, however. The T. Kinnear Company, wholesale grocers, Toronto, believe that it would be quite possible to get along without the services of the traveller in the country if anything were to be gained thereby. It is the contention of Mr. Kinnear, however, that no useful end would be achieved. They have on the road at present, he states, three travellers of 60 years of age, while others have been with them 20 to 25 years. What would be the profit of withdrawing these men? They would not be of any particular use inside, and they have been trained too long in one line to be of any particular use in any other occupation. Mr. Kinnear gave it as his opinion that the average age of travellers out of Toronto anyway would be around 40 years. They were not the age to make good farmers.

On the other hand some wholesalers have found it quite possible to do without travellers, and in the individual case at least it has evidently been a profitable venture. The A. MacDonald Company, of Winnipeg, for many years past have adopted the policy of putting no travellers on the road, and as they have made no variation in this rule it is evidently working well for them.

Produce Trade Requires the Traveller, It is Stated

The wholesale produce trade on the other hand could not do without the services of the traveller. Mr. Boynton, of Gunns, Limited, Toronto, states that it would be impossible for the produce man to take orders for any length of time ahead and quote prices, owing to the fluctuations in the market. Then, too, it is the custom of the business to make up what are known as "peddler cars." Their products need refrigerator car shipment, and the only way that is possible is to get a number of orders from one town or section to be shipped as a minimum car. It would be quite impossible, Mr. Boynton states, to get the retailer to send in his orders on a special date. The order has to be gone after if it is to be obtained at regular intervals. He sees no way in which the service that the traveller performs could be done away with.

The Traveller as a Collector

On the other hand officials of another large Toronto produce concern which keeps a considerable number of travellers on the road think that the change should be possible, and might prove satisfactory if there was anything like a united action in this matter. The difficulty is not in the matter of selling, in the opinion of the president of this company. The maintained quality of the goods they believe is the most important factor here, but the traveller is a very important element in collections. He can collect accounts from smaller dealers where any kind of notice from the house itself would be liable to cause annoyance. In their experience the smaller dealer cannot be depended on to settle his account promptly unless there is some element of suasion brought to bear. So if the traveller were withdrawn it would probably necessitate the substitution of at least half the number of collectors, and it is questionable if the small saving would be justified. Moreover the traveller in their opinion kept the house posted on the financial condition of the merchant. If the account was not settled promptly further orders would not be sent. It is possible that there may have been an entirely just reason why this account was not settled. These facts would be known to the traveller, but could not possibly be known to the wholesaler, and in that way difficulties might arise. There was a large element of overlapping in their opinion that spelt waste, but aside from the absolute elimination of the system they doubted if this waste could be prevented.

The Imperial Tobacco Company has at present about 175 travellers on the road throughout Canada, and Mr. Brennan, the Toronto manager of the company, states that he would be sorry to see any of them withdrawn. To do so he believes would entail a reorganization of business systems that would mean no saving. Moreover it would in all probability mean the development of a large number of small jobbers in smaller centres because the retailer will not send in orders to a house at any great distance. Moreover Mr. Brennan believes that these travellers are best employed as they are. They could not be fitted for work on the farm or anything of that nature.

Some Retailers Opinions

Donald Nicolson, Roncesvalles Avenue, Toronto, thought that the traveller performs a real service that the merchant could not well do without. Many merchants tied more or less to the store by shortage of help would find the discontinuance of the use of travellers a real hardship.

D. MacLean, while of the opinion that there was a serious element of overlapping in the service of the travellers, and while believing that anything that could be done in this direction to limit this waste effort would be of advantage to the merchant and the public, yet thought that the travellers were of value to the trade and provided a necessary service to the trade.

FLOUR AND SUGAR REGULATIONS

(Continued from page 25.)

sons in that situation. He could not expect the cross roads store keeper to supply him sugar probably from a very limited stock, when for years past he has been dealing elsewhere.

To Whom Shall Hoardings Be Returned?

Or still another case in point. A merchant sells a regular customer, say, ten pounds of sugar, or flour, what he knows to be that customer's regular supply. But that customer has gone elsewhere and has bought from other merchants other ten pounds. Will this first mentioned merchant be compelled to receive back from the customer the goods that were sold in an honest and bona fide deal? Taking it for granted that the Canada Food Board intends to deal with the greatest fairness with all these cases, it is the belief of this paper that the man who made the sale to a regular customer, and within the limits that he knows to be justified will not be required to cancel the deal, but that customers who have bought from other merchants where they have not regularly purchased these goods, and who consequently were, perhaps unthinkingly, a party to the offence of hoarding, will be required to return them to those merchants.

These questions have all been asked in a serious mood by merchants who were faced with these problems, and who were anxious to meet any obligations that might rightfully be imposed upon them.

CANADIAN GROCER has submitted these questions to Henry B. Thomson, the chairman of the Canada Food Board, and asked for a ruling upon them. At the time of writing no reply had been received. When such a reply is received it will be published in these columns.

CANADIAN GROCER

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ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-president
H. V. TYRRELL - - - - General Manager

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EDITORIAL BRIEFS

He who practises any deceit in his salesmanship is like an ostrich that buries its head in the sand to escape its pursuers. The wrong committed is a boomerang which will return to whack him on the skull and beat out his business life.

* * *

THE forehanded folks who wanted all the sugar and flour they could pay for, are now in the unbecoming position of having to return a large part or else run the risk of detection with the attendant unenviable publicity, to say nothing of a fine.

VALUE OF PRIDE IN GOODS

IF the merchant wants other people to have a high opinion of his goods he must first have a high opinion of them himself. It should be his endeavor to have goods in his stock in which he can take real pride. This is where his ability as a buyer is made manifest.

The merchant can show this pride in his goods by the way he handles them. Careless, slipshod methods of picking these goods up and in laying them down again will make the prospective customer think lightly of them. If you show your customer that you admire your stock and handle it with unfailing care it cannot help but make an impression on the would-be buyer.

Clerks should be given this viewpoint of the master merchant who handles almost in a fond way the articles which he has bought with the idea of selling again. A sale may be nipped in the bud by careless handling of goods.

CANADA GROWING FOND OF FISH

THERE has been such a burden of good advertising to put the fish in its proper place on the menu that it seems in a fair way to getting there. There has, so the reports tell us, been an increase of $12,000,000 in the value of the fish consumed in Canada in 1917 in excess of the amount consumed in 1916. The total amount consumed was some $50,000,000, a sizable fish bill. That is a cheering thought, for on facts such as these the prosperity of the country depends.

The grocer has been in a good measure responsible for this improvement. He has buckled to the task of assisting the Government in this campaign with a will. And as yet the possibilities of this field of salesmanship have been barely touched. Many merchants have not even started to sell fish, and this in the face of the fact that it is one of the best selling lines they can handle, and brings them a business that does not encroach on any of their other lines of business. Here is a great summer business for the merchant. A small fish case is all the equipment needed and it costs but little. Let the merchant consider this business carefully and help to swell the fish consumption of 1918 to still larger figures.

THE TOUCH OF THE THINGS OF HOME

THE Manitoba Branch of the Retail Merchants' Association is fathering a propaganda to encourage letter writing to the boys at the front. That is an idea that should surely appeal to every reader of these pages. That is the constant appeal, we are told, from the lonely chaps that hold the line in France—for the touch of home that breathes through the written page.

Merchants! There are boys who have gone from behind your counter, whom no doubt you think of many a day, but do you send them a letter to give them the news of the store; of the goods that are selling, the goods that are dead; the way Jim lost a good customer or the way he made another; about the girl clerks in Jones' store down the street; about your idea of getting a car for delivery, and your problem as to what make to get and what color to paint it? Do you tell him little newsy things about the goods, the customers, the store, and about the town? Why don't you? Do you think they are too trivial. They were his life before he went, they will be his life again if, please God! he comes home, and it is the trivial things that will steady him in the ordeal he must face. It's the pull of the things of home that the boys are longing for and we are not giving it to them.

Sit down and write that letter, and give him the news, the store news, the news of the town, the news of home. If you have no clerks over there you know one anyway, so write that letter and keep writing. It is a little thing that is well worth doing.

Current Events in Photograph—No. 19

BEFORE THE FRONT LINE

This is a photo of an advanced British artillery observation post situated somewhere out in No Man's Land watching the effect of the fire of batteries miles in the rear. Here a man may surely look in the bright face of danger, and gaze in it alone. He and the birdmen are the eyes of the guns behind. If they fail in a measure at least the guns fail, and that means an added tragedy out there in front. Here you see the observation officer in his steel helmet watching through a new variety of periscope the effect of shell fire.



Selling Extracts in Ontario

New Regulations Governing Sale of Flavoring Extracts in Ontario Should be Carefully Studied by Retailer —Records Must be Kept

THERE has been a good deal of uncertainty as to the Ontario statutes requiring that flavoring extracts be not sold in quantities greater than two and a half ounces. Through an error in last week's issue this regulation was spoken of as a Dominion measure. It is in fact an amendment to the Ontario Temperance Act and as such is of course binding only on the residents of that province. The law provides that the merchant selling flavoring extracts shall keep a record of the sale and the name and address of the party sold in a book provided for that purpose. There is a proviso in this amendment that permits the sale in larger quantities to institutions, confectioners and others who have a legitimate demand for a greater quantity than two and a half ounces. Another clause absolutely prohibits the sale of extracts by peddlers or transient traders.

Extract of ginger cannot be sold by the merchant, but only by a qualified druggist.

The full wording of this section of the Act is as follows:

The Wording of the Amendment

26. *The Ontario Temperance Act* is amended by adding thereto the following section:

125*a* (1) Notwithstanding anything contained in section 125 of *The Ontario Temperance Act* no essence, tincture, compound or preparation commonly known or described as a flavoring extract or essence containing alcohol shall be sold except in bottles containing not more than two and one-half ounces, and a record of the sale of same shall be kept by the manufacturer, merchant, druggist or other person who sells the same in a book provided for that purpose, which shall show the name and address of such person to whom any such article is sold, the date of sale and the quantity sold, and this record shall be open to the inspection of any license inspector or any officer authorized by the Board to make such inspection and a true copy thereof under oath shall be supplied to the Board forthwith on demand by the proprietor of the business upon whose premises any such sale was made. Provided, however, that nothing in this section contained shall prevent the sale of any such essence, tincture or flavoring extract in a larger quantity than two and one-half ounces to a druggist or a manufacturer of confectionery or other similar commodity or to a person in any trade or business in which any such article is commonly used for legitimate purposes or to any public institution or to a wholesale dealer for resale to any of the persons mentioned in this proviso, but all such sales shall be recorded in a book as above mentioned by the person selling the same and in all other respects the provisions of this sub-section shall apply thereto.

(*a*) This sub-section shall not apply to any preparation containing less than two and one-half per cent. of proof spirits.

(2) No pedlar or transient trader in Ontario shall sell or dispose of any tincture, essence or extract mentioned in the preceding sub-section.

(3) Unless upon the order of a duly qualified medical practitioner no druggist shall sell or dispose of any tincture, essence or extract of ginger except to a person having a permanent place of residence in the city, town, village or district in which such sale takes place and then only upon the affidavit made by the person requiring the same in the form in Schedule "G" hereto, stating that it is not required for beverage purposes. Upon receiving such affidavit and being satisfied that such tincture, essence or extract is required for legitimate purposes, the druggist may supply a quantity not exceeding two ounces and all the provisions of sub-section 1 hereof shall apply to any such sale.

(4) The provisions of the next preceding sub-section shall not affect the sale or purchase of any such tincture, essence or extract of ginger by or between wholesale dealers, druggists, manufacturers of confectionery, persons carrying on any trade or business where the same is required for legitimate purposes or where it is needed in a public institution.

(5) Except as in this section provided no person other than a druggist shall sell or dispose of any tincture, essence or extract of ginger.

(6) Any violation of this section shall be an offence against this Act and the person committing the offence shall upon conviction incur the penalties provided by section 59 hereof.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

Current News—Maritime shrmc

Bottled beverages have advanced 20c per case in St. John. Even at higher prices the bottlers cannot meet the demand.

The Standard Creamery Company, St. John, has dropped the retail end of their business, and will concentrate on the wholesale business in dairy products.

Doyle's Meat and Provision Market, Union Street, St. John, has gone out of business.

James S. and Frank H. Byron, who formerly conducted a retail grocery in Brussels Street, St. John, have bought out R. R. Patchell, Stanley Street, and will continue the business under the name of Byron Brothers. Mr. Patchell has retired.

There still is a surplus of potatoes in New Brunswick, and the agent of the Dominion Food Board is making inquiries in the West Indies in search for a profitable market for them.

John McSherry, who has conducted a retail grocery store in Main Street, St. John, for more than forty years, died this week. The business will be continued by his son, James McSherry.

Guy H. Humphrey, wholesale and retail teas, coffee and cocoa, has removed from Union to King Street, St. John.

Quebec

A. Langlois, grocer, Lauzon, Que., has sold out.

Chas. Laurin & Co., general store, Longueuil, Que., has dissolved partnership.

Z. Hebert, president of Hudon Hebert & Co., wholesale grocers, Montreal, has been elected a vice-president of the Montreal Canadian Club.

Percy T. Strong, sales manager at Halifax for the Acadia Sugar Refineries Co., Ltd., has been appointed secretary of the Nova Scotia Branch Navy League of Canada.

A. L. Hager, manager New England Fish Co., and also of the Canadian Fishing Co., Vancouver, was a recent Montreal visitor on his way to the Pacific Coast from New York and other points.

C. S. Williams, sales manager of the Scott-Bathgate Co., Winnipeg, was a visitor to the Montreal office of CANADIAN GROCER last week. While in Montreal Mr. Williams called on the trade in the interests of his firm.

Cecil T. Gordon, Montreal representative of Dominion Canners, was in Hamilton this week. Mr. Gordon motored from Hamilton to Simcoe and reports that conditions are promising as far as it is possible to judge at this early date. The great question will probably be that of labor, Mr. Gordon stated.

The many friends of W. R. Drynan, secretary-treasurer of Dominion Canners will sympathize with him in the death of his father which occurred at Strathroy, Ontario on May 6th. Mr. Drynan was in the West and did not reach home before his father had passed away.

Ontario

Jas. Burn, grocer, Hamilton, Ont., has sold out.

J. P. Clayton, grocer, Toronto, has sold to S. Bennett.

T. Shaw, general store, Egbert, Ont., has suffered fire loss.

Geo. Bentley, grocer, Port Arthur, Ont., has sold to I. Bell.

Mrs. J. R. Guest, grocer, Barrie, Ont., has sold to Mrs. A. Hook.

A. J. Summers, general store, Cairo, Ont., has sold to G. A. Stewart.

Jos. Dillon, general store, Bothwell, Ont., has discontinued business.

R. A. Carey, of Carey Bros., wholesale fruits, Hamilton, Ont., is dead.

Mrs. W. Oatway, grocer, Perth, Ont., has been succeeded by Mrs. M. B. Dodds.

Clarke & Co., London, Ont., adopted the cash and carry system of business recently.

W. W. Hill, Lucknow, Ont., has adopted the policy of selling bananas by the pound and finds that it works out very satisfactorily. He makes a price difference of from 25 to 45c per dozen to cover the difference in size and quality.

F. Hailey & Sons, London, Ont., recently tried out a cash and carry parcel. The parcel was made up of groceries that are required every week in the ordinary home. They dressed the window with these and had streamers outside the store, and cards with the ordinary price and the cash and carry price of these goods showing a saving of 10 per cent. Despite this, however, they did not find the venture took very well.

Western Provinces

Geo. Coppin, general store, Kamsack, Sask., has sold out.

E. L. Osborne, grocer, Holden, Alta., has sold out.

J. S. Corbin, general store, Lathom, Alta., has sold out.

R. K. Wensley, general store, Milden, Sask., has sold out.

M. M. Potvin, general store, Willows, Sask., has sold out.

G. E. Cassidy, general store, Ponteix, Sask., has sold out.

W. H. Rattee, general store, Pasqua, Sask., has sold out.

F. J. Reinhart, general store, Guernsey, Sask., has sold out.

Crescent Cash Store, grocer, Moose Jaw, Sask., Sask., has sold out.

T. W. Lyall & Co., general store, Riverhurst, Sask., has sold out.

J. C. McKinnon, general store, Kinnondale, Alta., has sold out.

Begg Bros., general store, Acme, Alta., have been succeeded by A. Begg.

Chas. Wallis, general store, Trossachs, Sask., has sold to W. W. Flawn.

F. H. Ellert, general store, Allerston, Alta., has discontinued business.

Ellis Bros., general store, Macdowal, Sask., have dissolved partnership.

L. Arnovitch, general store, Balgonie, Sask., has sold to F. Rosenbaum.

Dols & Rich, general store, Milk River, Alta., has discontinued business.

J. J. Pickard & Son, general store, Oxbow, Sask., have dissolved partnership.

F. J. Reinhart, general store, Guernsey, Sask., has been succeeded by Guernsey Co-operative Association, Ltd.

The Brantford Computing Scale Company have opened a Western office at 280 Main street, Winnipeg. John McMillan and R. N. Warner will be in charge.

D. A. Hanes of Saskatoon and Capt. Turner of Winnipeg have taken over the interests of the Tisdale Trading and Milling Co. The Tisdale mill has a capacity of 125 barrels of flour per day, and for some time has been working double shifts. After supplying the domestic demand the surplus product amounting to about 600,000 pounds monthly is shipped overseas. The mill turns out flour under the trade names of "Family Pride" and "Diamond Patent."

J. D. McGregor, western representative of the Food Controller, was a visitor in Regina on Saturday, April 27, and held conferences with G. A. Mantle, honorary secretary of the Saskatchewan branch of the Canada Food Board, Hon. C. A. Dunning, director of production, Hon. G. W. Brown and F. Hedley Auld, of the executive of the Saskatchewan branch, and other provincial officials. Mr. McGregor expressed satisfaction at the manner in which the food regulations are working out, and stated that in the near future private homes would be placed under regulations.

At a meeting of the Saskatchewan Social Service Council, held in Regina April 25, a resolution was passed calling the attention of the Canada Food Board to what is considered an excessive price for bread and suggesting the need for immediate investigation. The council also urged upon the board by means of resolution the resumption of bread wrapping by dealers, as a clean and necessary means of handling bread.

The proposal to make restaurant tariffs subject to the approval of the

license inspector under the suggested new licensing regulations did not meet with the approval of the Regina city council in special committee when the matter was considered recently. It was felt that this would give the license inspector too much discretionary power. The proposal was contained in the recommendation from the by-laws and legislation committee. The remainder of the recommendations of the committee, including the proposal to license barber shops, shoe shine stands and auto trucks operated for hire, were approved.

The P. Burns Company are overhauling their Prince Albert plant, and will add another storey to the present building so that when all changes have been made the capacity of the plant will be practically doubled. W. P. Graham, of Calgary, chief engineer of the company, is at present in Prince Albert. The capacity of the old storage plant will also be doubled. The company intends later installing a complete pork packing plant. One of the features of the new system to be put into operation at their Prince Albert plant will be the examination by a veterinary surgeon of all animals, both before and after killing, and if the carcasses are found to be in any way diseased they will be eliminated from those intended for human consumption.

CONFIDENCE SHOULD BE GROCER'S KEYNOTE

By Zephirin Hebert

Conditions are undoubtedly sound and there is every reason for us to go ahead with business in a confident manner," said Zephirin Hebert to CANADIAN GROCER this week. Mr. Hebert is former president of the Montreal Board of Trade and president of the wholesale grocery firm of Hudon, Hebert & Co. of Montreal. His observations at this time will be read with interest by Canadian grocers.

"This is a time when we should all be in the spirit and determination of doing what we can to assist in the great work of speeding production as undertaken and encouraged by the Canada Food Board. They are doing what is best under the present unusual conditions and grocers can be of much assistance in furthering this spirit and in conforming with the requirements of the hour."

"The retail store is on much the same basis as the wholesaler and the manufacturer to-day. Restrictions have had to be made and we all have to abide by these. It is a patriotic thing for us to do and we all shall do well to observe in every possible way the needs of the situation as it is.

"At present it is difficult to secure many of the lines that sold well before the war, and this applies to the imported lines mostly. It also is very difficult to substitute for these and we have to be satisfied with what can be secured. Until after the war many lines cannot be secured at all and while there will be a good demand for these when the war is over, a market having been established for them, at present what can be had will have to suffice.

"The retail grocer will have to sell his customers in smaller quantities and oftener. This will be his duty and he can well conform to this. In so doing he is a help to the Food Controller and is showing real patriotism by abiding by decisions made necessary to-day. If this is done by all there will be no difficulty.

"By buying with due regard to one's needs and in watching with due care their accounts, grocers will be able to carry on their business in a satisfactory manner. In a broad way there is every reason why your readers should be hopeful. The production has been large in many parts of Canada and prices have been good. With the campaign for greater production this year well under way there will be a great deal of food raised. In this the grocer can be of much assistance—by being a producer himself and thus setting a good example to others. The great need of the hour from a patriotic standpoint is that of more production and larger consumption of all kinds of vegetables and fruits to release those more needed for the Allies overseas and the Allied armies.

"With regard to the prices of commodities there seems to be no reason why these should greatly decrease after the war. Conditions have so changed that we can never return to ante-bellum prices. This will apply to wages as well, in my opinion. The man who has been receiving a higher return for his labor will be very unlikely to agree after the cessation of the war to a big reduction in his wages. He will argue that his services are worth more. Commodities will cost far more than they did prior to the war and this will mean that his demand for a good wage will have to be met. Generally speaking there will be a dearth of labor in many ways and the readjustment will find many men in occupations which they have found themselves engaged in through new environment. Thousands of men will see life differently than they have before and will be fitted for positions other than those they held previously."

Re Farmer's Clubs.

It is necessary for all Farmer's Clubs and Co-operative Societies to apply to this department for a license to enable them to sell food and food products retailed to the members of such Clubs or Societies.

In the event of these organizations storing their purchases we are also compelled to consider the necessity of their taking out a Wholesale License.

CANADA FOOD BOARD.

A NEW SUBSTITUTE FOR BUTTER

Potato butter is recommended by the British Ministry of Food as a cheap substitute for butter, being made in England at a cost of less than 10 cents per pound, as follows:

"Peel the potatoes and boil until they fall to pieces and become floury. Then rub through a fine sieve into a warmed basin 14 ounces of potatoes and add 2 ounces of butter or margarine and 1 teaspoonful of salt. Stir until smooth and then mold into rolls and keep in a cool place. To make the appearance approvable use butter coloring, and if intended to keep beyond a few days, a butter preservative should be added."

Letters to the Editor

RE CO-OPERATIVE DELIVERY

To the down town grocer who has built up a business on quality and service, a union delivery would be disastrous. In sending out butter, lard, fresh vegetables, etc., the shortest time from the store to the customer is the only way to have the order arrive in good condition. The drivers are directly responsible to the store, and all complaints can be handled intelligently. There is a disposition on the part of the consumer to be more reasonable and if the dealer uses a little discretion the order trips may be made up to save a great deal of time. Most customers if spoken to in the right way will realize the stringency of the times and conform to the wishes of their grocer who, while possibly unable to reduce his delivery staff will certainly not have to add to it. While delivery schemes may work out all right in small towns, I don't think it would be justice to large stores in the cities to force them into some scheme that might force them out of business. As most all drivers to-day are not eligible for military service, no object would be gained by discharging a lot of men who might find it difficult to get employment.

The florists in Hamilton, Ont., charge five cents for each parcel delivered. I have read a suggestion by a correspondent of a Toronto paper who suggests that all merchants be supplied by the Government with war tax stamps and that a five-cent stamp be affixed to all orders. Of course the cost to be added to the customer's purchase. It would certainly bring in a large revenue, and possibly be of more service than reducing the delivery.

SERIOUS FIRE IN THREE RIVERS, QUEBEC

Fire which started in the film room of the Victoria Theatre, Three Rivers, Que., on Friday last, destroyed the store of Eugene Julien, general merchant, with a loss of some $30,000, and the store of Jos. Bellefeuille, grocer, with a loss of $15,000. The theatre and a block of six dwelling houses were also destroyed.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

OCCUPYING the place of prime importance at all centers is the new tax as now imposed on teas, coffee, tobacco and matches. The trade generally has bowed to the inevitable, and while some points in the new rulings are being cleared up, new prices representing just the amount of the tax have been established. Some further slight adjustments may be found necessary when a clear interpretation of the new taxes is available.

The certainty of what has happened and the uncertainty as to what may happen is making it increasingly difficult to do business. All branches of the trade are facing new problems almost every day, and the solution can only be determined as the questions arise. Conditions are decidedly unusual and require unusual remedies, but business generally may be said to be moving along satisfactorily.

MONTREAL—The market has not been characterized by many price revisions, and the condition of trade is reported fair. Interest centres in the sugar situation again from the fact that the failure of raws to arrive in usual quantities from the usual sources has compelled buying of Cuban and other sugars at enhanced prices. This will probably mean a change in price for refined sugar in the near future. Molasses has been coming to hand better the last week, and one jobber secured delivery of 50 carloads. The new tax on matches will result in a considerable advance of price for the various sized packages. New prices are being figured out. Some advance was made on cayenne pepper, the amount being about 3c pound. Margarine is down in one quarter 1 to 1½c a pound. Figs are very scarce, and honey is almost unprocurable. It is stated that the Government has taken practically 100 per cent. of the available shipping, and that for regular trade needs application has to be made to the shipping board.

TORONTO—Prices on teas have advanced 10c per pound, and coffee 5 to 6c per pound to cover amount of tax now imposed. Whether quotations as now ruling will hold is a little uncertain as yet. The extra cost of handling tea, as represented by the interest on the increased investment, added insurance charges, etc., will be more than the 10c tax involved, and how this extra is to be absorbed has not yet been fully determined.

A new schedule of sizes is being worked out in tobacco, and when these are marketed the advance in prices is expected to run from 28 to 35c per pound. There has been little, if any, change made in quotations on existing stocks. Cigarettes have, however, made a stiff advance, averaging about $2.30 per M., and new prices arriving on cigars show a higher scale of values.

Quotations on prunes were sent out May 1, but withdrawn again before any orders were placed under instructions from the United States Government. The prices asked, which should show the tendency of the present market, figured out somewhat higher than present costs being worked on by jobbers.

The market in respect to nuts shows continued firmness. Stocks are light, and with a possible complete restriction on exportations, spot markets are holding very firm, with prices at comparatively high levels and prospects of even higher prices being named as the season advances.

Spot stocks of spices are reaching a very low point, with prospects of renewing none too bright. Stocks at distributing points in the United States are reaching the vanishing point, and prices on new supplies arriving for the local market will, it is thought, range from 5 to 20c per pound above present figures on all lines.

WINNIPEG—Already the restrictions placed on candy manufacturers, limiting the amount of sugar which they can use, is being felt, and a candy shortage may be said to be developing. The situation in respect to sugar as yet shows little real improvement. Receipts have by no means reached a point where orders are being taken care of in their entirety, though hopes for better conditions exist.

The sale of matches has been temporarily discontinued until a distinct interpretation of the new tax and definite instructions are available. This is expected towards the end of the week.

The tax on tea and coffee has influenced prices upward. The tax on coffee is not expected to affect consumption to any extent. Advances previously made did not have that effect, and the higher prices now prevailing are not expected to curtail the demand appreciably.

New vegetables being offered are green peas, turnips and beets.

QUEBEC MARKETS

MONTREAL, May 8.—This week is one of fewer changes than usual. The trade conditions are reported fair, and in some quarters there is more active demand than some anticipated. One jobber reduced the price of tomatoes (2's) to $1.90. Imported olive oils are scarce and an advance of 10 per cent. has been made on the line. In one quarter margarine is down 1c to 1½c per lb.

Jellies Higher; Olive Oil Advances 10%

Montreal.

JELLIES, OLIVE OIL.—An advance of 20c per case is made in the price of one brand of jellies, the former price of $1 per dozen being advanced to $1.20. Imported olive oils are very scarce, and as a consequence the prices have taken a general advance of 10 per cent. Few new lots are coming forward.

Purchase Of Cuban Raws May Cause Advance

Montreal.

SUGAR.—The sugar market is quite as it was a week ago. Prices have not changed, and some think they are likely to remain as at present. On the other hand, some Cuban raws have been brought in at higher cost, and this was done owing to the shortage of supplies that were to have reached the Canadian refineries some weeks ago, but which did not come because of the lack of tonnage. If this shipping situation continues as at present there cannot be the improvement looked for in the increase of raw supplies that was hoped for. And if the importation of the Cuban sugars is depended upon to any great extent one refiner states that they point to a higher price for refined sugar. In the meantime there was some slight improvement in the amount of raw sugars received during the last week, one refiner reports.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	....
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

For deliveries in Montreal City districts add 5c to above refinery price if purchased through wholesalers.

Dominion Sugar delivered direct to retailers at above price.

For 50-lb. and 25-lb. bags add 10c per 100 lbs.; for 20-lb. bags add 15c per 100 lbs.; for 10-lb. bags add 20c per 100 lbs.; for 5-lb. cartons add 25c per 100 lbs., and for 2-lb. cartons add 30c per 100 lbs. Granulated and yellow sugar may be had in barrels of 5c over above prices. Fancy sugars make a corresponding increase when put up in small packages.

Big Sale Still For Canned Goods

Montreal.

CANNED GOODS.—In speaking with a representative of one of the largest canners this week, it was stated that a great quantity of the available canned goods was moving. Some of these supplies were going across the line to fill demand in the States. Locally there seems to be a good movement. It is possible that certain percentage of the salmon pack may be taken over later and distributed through regulated Government control. This was hinted at from one source. In one instance the price of canned tomatoes (2's) is quoted at $1.90. While the market is firm for the most part prices hold without any change whatever.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

OPENING PRICES ON DRIED FRUITS WITHDRAWN

The California Prune Association opened prune prices on May 1 and were followed by Rosenberg, an independent packer. However, before sales could be made the United States Government forbade their making contracts or further offers prior to June 1. The prices asked, which should show tendency of present market, figured out somewhat higher than present costs being worked on by jobbers.

The action of the Government is thought to be due to their probable entry into this market as buyers, and it follows that the requirements of the Government will take precedence over other calls. This was only recently demonstrated in respect to raisins, details of which were outlined in CANADIAN GROCER a couple of weeks ago.

Figs Are Scarce; Dried Apples Easy

Montreal.

DRIED FRUITS.—After the announcement made recently of the prices on "licensed" fruits considerable bookings were made, but the Government order following a few days later disposed of this business immediately, none being permitted to book by the United States Government before June 1st. A few odd cars continue to come here and trading is fair in a seasonable way. Evaporated apples are easy and favorable quotations can be obtained here and there on the commodity. It is seemingly impossible to secure a definite quotation at present on these, some firms having odd lots to offer at reduced prices. Apricots of new crop are being offered and sold to jobbers, at the present time the regulation regarding bookings applying only to raisins, prunes, peaches and apples. Figs are decidedly scarce.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)—		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	6 84
Do., Dromedary	....	7 92
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 20
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Nuts Being Sold On Outside Markets

Montreal.

NUTS.—The situation is a firm one, with every indication of rising markets, as supplies are absorbed. One of the large importers stated that many supplies were being sold in the New York market, there being an active demand there for all offerings, and this means

that they can sell outside at remunerative prices without bringing forward here. As before pointed out, many varieties are scarce, and with a considerable demand from the trade the market is gradually getting shorter of almonds, walnuts and some grades of peanuts are of shorter supply too. The latter will be available for the demands created, it is expected, notwithstanding. Prices rule very firmly.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	0 15½	0 16½
Peanuts, "Diamond G"	0 15	0 16
Peanuts (coon), per lb.	0 12½	0(13½
Peanuts (Jumbo), per lb.	0 20	0 26
Peanuts, shelled, Spanish, No. 1.	....	0 17½
Peanuts, shelled, Virginia, No. 1	0 16	0 17½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 72
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

Rice Firm; Delivery Uncertain

Montreal.

RICE AND TAPIOCA.—The rice market is one characterized by a firm undertone. Supplies here are ample for the immediate present and near future under seasonable trading. The aspect as affecting future delivery is different. Shipping is the big problem. Governmental restrictions of one nature and another make the outlook uncertain. The need for shipping on the Atlantic is so great that there is a tendency to withdraw as much tonnage from the Pacific Coast as possible, and still this is needed there very much at the present time to carry available food supplies from the Orient. It is expected that there will be a more clarified outlook as to futures ere long. In the meantime the situation is firm and unchanged all around.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15*	0 16

Molasses Arrives; Corn Syrup Unchanged

Montreal.

MOLASSES AND SYRUPS.—The situation on molasses is not reported any easier in so far as price goes. There has been a freer delivery of this, however, from the South, and one large jobber has received two train loads within the past week, showing that there is some to be had. This indicates a better condition also as relating to transportation. Prices are fully maintained, and much of the supply is already being delivered to fill previously-taken orders. The corn and cane syrup markets are unchanged, with trading fair.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Prices for Island of Montreal
Puncheons	0 92 0 98
Barrels	.... 0 96
Half barrels	.... 0 98

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

Bean Sales Slow; California's Arrive

Montreal.

BEANS.—The market is quiet. One large importer has received a car lot of California beans, and these are pretty well spoken for. Ontario beans still are a negligible factor in the trading here, and there are several varieties of which the available supply is getting very short. Some varieties indeed are off the market. With some jobbers there is more or less open trading, odd lots being cleaned up on their own basis.

Beans—		
Canadian, hand-picked, bush.	9 00	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Canadian, 4-5 lb. pickers	7 75	8 00
Yellow Eyes, per lb.	9 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Cereal Market Steady; Rolled Oats Unchanged

Montreal.

CEREALS.—The cereal market is not characterized by any change of importance. Odd lots of cornmeal have come to hand, and the prices on certain grades have been easier, although the standard grades are unchanged. Rolled oats are still held without definite change, but in sympathy with the price of oats the undertone is easier than it was. Some suggest that in view of the restrictions on other flour that there will be a good demand for oat products, and in view of the fact that the supply is always getting less and with the new crop an uncertain and far-away item to figure on there is a probability of prices not registering the decline that other quarters have suggested. The position is just a little uncertain at the moment.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 40	7 25
Barley, pearl	8 25	8 75
Barley, pot, 98 lbs.	6 15-6 25	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	6 50	7 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 04-6 25	6 50
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb bags	5 50	5 85
Rolled oats (family pack.), case.	5 50	5 80
Rolled oats (small size), case.	....	2 12½
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots, 98 lbs.	8 50	8 75

Flour Price Firm; Feed Still In Demand

Montreal.

FLOUR AND FEED.—The situation is quite unchanged this week, and with the new regulations in force a more settled condition will prevail than ever. The increased use of flour substitutes has made a great demand for many of these, and for rye flour that can be offered on spot there is a ready sale at advanced prices. Rye flour has sold in small lots at around $8.50 to $8.75, and there is some considerable demand for corn and rice flours also. Now that the available supplies are regulated all around it is hoped there will be ample flour for the needs of the country as a whole. Feed demand continues to exceed the supply. Feed oats are easier.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	35 40	....
Shorts	40 40	....
Crushed oats	66 00	73 00
Barley chop	75 00	87 00
Barley meal	75 00	77 40
Feed oats, per bushel	1 07	1 10

Coffee Advanced On Recent Tariffs

Montreal.

COFFEE.—The coffee market immediately reflected the action of the Government in imposing increased duty. The change was made effective on May 1 and an advance of five cents a pound is made on all brands other than Jamaica, the latter taking on an advance of three cents per pound. Trading is fairly well continued on the following basis, although some have not as yet readjusted prices. Cocoa is selling fairly well at unchanged prices.

Coffee, Roasted—		
Bogotas, lb.	0 32	0 37
Jamaica, lb	0 26	0 28
Java, lb.	0 38	0 45
Maracaibo, lb.	0 28	0 29
Mexican, lb.	0 33	0 34
Mocha, lb.	0 39	0 42
Mochas (genuine)	0 48	0 53
Rio, lb.	0 24½	0 25
Santos, Bourbon, lb.	0 29	0 30
Santos, lb.	0 28	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

ONTARIO TRAVELLERS' HOLIDAYS

Following the policy adopted in previous years, all wholesale grocery houses have agreed to withdraw their travellers from the road from July 29 to August 10, both dates inclusive, during which period they will not send out substitutes nor solicit trade by telephone. The territory affected consists of all ground west of but not including Toronto and as far north as but not including North Bay.

New Duties Will Advance Tea Prices

Montreal.

TEA.—There has been quite a considerable "tempest" in some of the jobbing and importing circles over the very considerable advance made in the tariff on tea. For the most part it seems to be accepted as a measure that had to be considered necessary although many expressions are voiced that on some grades the tariff should not have been so great and will work a considerable hardship. The newly-imposed duty will add to the price of tea to the extent of 10c per pound. Samples of the new crop Japan teas are now being sent out to the trade here and in the United States, and are said to be of very good quality.

Ceylon and Indias—	
Pekoe, Souchongs, per lb.	....
Pekoes, per lb.	....
Orange Pekoes	....
Javas—	
Pekoes	....
Broken Orange Pekoes	....
Orange Pekoes	....

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Cassia and Paprika Higher; Spices Active

Montreal.

SPICES.—The spice markets are quite active, some report, taking the season into consideration. Advances are made in cassia, paprika and cinnamon while pepper has been particularly active in some southern points, advancing and selling freely. Mace and nutmegs are also in a stronger position outside. Trading in the States seems likewise to be maintained on an active basis. The steadily active demand will have the effect of absorbing spot supplies to the point where short supply will undoubtedly mean enhanced prices all around.

	5 and 10-lb. boxes	
Allspice	**0 16**	**0 18**
Cassia	....	0 35
Cassia (pure)	....	0 35
Cayenne pepper	**0 28**	**0 35**
Cloves	....	0 75
Cream of tartar	**0 80**	**0 90**
Ginger, pure	**0 25**	**0 35**
Ginger, Cochin	....	**0 25**
Ginger, Jamaica	**0 30**	**0 35**
Mace	**0 80**	**1 00**
Nutmegs	**0 40**	**0 50**
Pepper, black	0 38	0 42
Pepper, white	**0 42**	**0 45**
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Paprika	0 45	0 50
Tumeric	**0 21**	**0 23**
Cardamon seed, per lb., bulk	....	**2 00**
Carraway, Dutch, nominal	....	**0 75**
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	**0 35**
Mustard seed, bulk	....	**0 25**
Celery seed, bulk	....	**0 46**
Shredded cocoanut, in pails	**0 21**	**0 23**
Pimento, whole	**0 12**	**0 14**

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Uncertainty Stated As to Maple Supplies

Montreal.

MAPLE PRODUCTS.—While there has been a great deal of expression as to the make of maple syrup and sugar this year some say that this is not so large as it was last season. One jobber stated to CANADIAN GROCER that some estimated the run of sap this year was 20 per cent. less than that of a year ago. In any case there seems to be ample at the present time to meet a fairly good demand and prices are held unchanged but there is a rather firm undertone. This is marked in the case of pure maple sugar. It is stated again that some farmers are holding their supply of sugar, anticipating that higher prices will be obtainable. The honey situation is such the past week that prices are not being quoted, there being practically no supplies whatever in jobbers' hands.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 75	1 90
Syrup, 5-gal. tins, per gal.	....	1 85
11-lb. tins	**1 35**	**1 45**
Sugar, in blocks, per lb.	0 19	0 22

How Tax Affects Tobaccos

New prices have not yet been established on all lines of tobaccos, cigarettes and cigars, but those already changed will show the trend in the entire line. In the Imperial lines there has been no change in price on old sizes, though orders are only taken subject to stock being on hand. MacDonald's plug is being sold at old prices for old sizes plus additional excise of 10c. New sizes in both lines when put on the market at a later date will possibly show an advance of 28c to 30c per pound. In fact new prices shown below on one or two lines are up about 35c. The new quotations and new sizes will be as follows:

	Per lb.
Old Chum, 12s	$1.44
Rex, 12s	1.44
Forest & Stream, 10s	1.20
Bull Durham, 9th and 15th bags	1.80
Old Virginia, 12s	1.50
Black Watch, 9s	1.08
Shamrock, 8s	.96
Bobs, 11s	.92
Stag, 8s	.96
Great West, 8s	1.00
Prince of Wales, 11s	1.04
Brier, 12s	1.14

Cigarettes have advanced, effective immediately, on an average of $2.30 per M all around. New prices on some of the lines handled by the wholesalers follow:

	Per M.
Players	$12.30
Sweet Caporal	12.30
Old Chum	12.30
Hassan	12.30
Mecca	12.30
Gold Crest	10.50
Old Gold	10.80
Fatima	14.50
Mogul	19.00
Murad	19.00

Revised prices are coming to hand on cigars and quotations effective on some lines already changed are being made on the following basis below. Jobbers indicate that eheir discount on tobaccos has been cut down.

	Per M.
Bachelor	$70.00
Humber	41.00
Ovido	72.00
Peg Top, 50s	42.00
Tennyson, 50s	42.00
Grand Master, 50s	64.00
Do., 25s	66.00
Columbias	20.00

String Beans Higher; Cabbage and Cucumbers

Montreal.

VEGETABLES.—The markets are a little improved over last week and the volume of trading is better. Green string beans are firmer in price and cucumbers in crates have gone up to $6 though in dozen lots they are down to $2. Montreal cabbage is a trifle lower and new Florida cabbage is higher as it is getting scarce. Other lines are selling fairly well at unchanged prices.

Beans, new string (25-lb. basket)	....	4 50
Beets (60-lb. bag)	....	0 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	3 50	4 25
Cabbage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate	....	7 00
Cabbage (New Florida), hampers	....	1 65
Carrots (bag)	0 50	0 75
Carrots, new (doz. bunches)	....	1 50
Celery (Wash.), doz.	....	1 50
Celery, Florida	2 75	3 25
Cucumbers (Boston), doz.	....	2 00
Cucumbers, hampers	....	6 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (3 doz.)	2 50	2 75
Lettuce, curly (doz.)	0 90	1 00
Lettuce (Boston) as to size, box	2 25	4 00
Lettuce (Florida), hamper	2 75	4 00
Lettuce (California), 5 doz.	5 50	6 50
Leeks	....	5 00
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (70-lb. bag)	....	1 00
Onions, red (100-lb. bag)	....	2 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag.	....	1 60
Romane	....	0 50
Radishes (doz.)	....	1 00
Rhubarb, doz.	1 50	1 75
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	0 75	0 90
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	4 75	6 00
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 00

Apples are Scarce; Citrus Fruit Steady

Montreal.

FRUITS.—There is a fair selling of fruits this week and prices are maintained with little change of any kind. The position on citrus fruts is steadier and no changes were made here at all. Wealthy apples are said to be off the market, and in view of the rather large quantities of some varieties of apples certain quantities have been lost. Orange delivery seems to have been better of late and both these and lemons are selling fairly well at maintained prices. Cranberries are just about off the market but a few odd lots are selling in gallon quantities. Pineapples are offered quite freely.

Apples—		
Ben Davis	4 00	4 50
Russets	4 00	4 50
Ontario Apples—		
Spys, No. 1, per bbl.	5 00	5 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	....	2 75
Bananas (fancy large), bunch	4 00	4 50
Cranberries (gallon)	....	1 25
Cocoanuts, sack	7 25	9 00

Grape fruit (fancy Jamaicas)..	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96	....	4 50
Grape fruit (fancy Porto Ricos) 54, 46	3 75	4 25
Lemons (fancy new Messina)....	....	4 50
Lemons (choice)	....	4 25
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 00	7 25
Oranges, Porto Ricos	....	5 50
Oranges, California navels	6 00	8 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Pineapples, Cuban (crate)	....	5 00
Pineapples, Florida	....	5 50
Pears, eating (doz.)	0 30	0 60
Strawberries (box)	0 22	0 32

ONTARIO MARKETS

TORONTO, May 8.—Business during the week has been adjusting itself to new conditions brought about by taxes on tea, coffee, tobaccos, etc., and in many quarters prices have been established on the basis provided for by the new taxation. Prices apart from these lines show comparatively little change for the week. Business has been somewhat quiet during the past few days.

No New Developments Apparent In Sugar

Toronto.

SUGAR.—Some improvement in the distribution of sugar is expected to result from the new regulations enacted limiting supplies which can be held by consumer though as yet how great this may be is impossible to determine. Receipts of sugar during the week show a slight increase but not enough to provide for any surplus. The general feeling, however, is that the situation will show a marked betterment towards the end of this month and first of next. Prices show no change.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refiinery, extra granulated	8 97
Can. Sugar Refinery, extra granulated..	8 82
Dom. Sugar Refiinery, extra granulated..	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Toilet Paper Makes Advance; Jelly Powders

Toronto

TOILET PAPER, JELLY POWDERS.—An advance in toilet paper has become effective, and one line, crepe, is now quoted as $4.25 per case. A further advance in jelly powders would not be surprising within the near future. The market is very strong at present. Gelatine, one of the principal ingredients, is very high in price and reported scarce. Baking powder is in a very firm position and considered good buying at today's figures. In some quarters Aunt Jemima pancake flour is sold out and difficulty in replacing stocks is said to be evident. The announcement has been made by at least one firm that future orders for macaroni , spaghetti and vermicelli would be taken for 16 oz. packages only, the smaller sizes having been discontinued.

Molasses And Syrups Show No Change

Toronto.

MOLASSES, SYRUPS.—There is no change to report in these commodities and business continues along normal channels. Stocks are in very good shape and orders are being despatched promptly. Prices are firm at figures shown below:

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	4 65	5 15
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb...	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses		
Fancy Barbadoes, barrels	0 98	1 00
Choice Barbadoes, barrels	0 88	0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs	....	6 50
West India, 5-gal. kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 75
Tins, 3-lb. table grade, case 2 doz. Barbadoes	....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

HIGHER SUGAR?

In speaking with a large refiner in Montreal this week he intimated that there was a considerable likelihood of higher prices for refined sugar. CANADIAN GROCER was informed that the failure of the Canadian refineries to get the supplies of raw sugars that had been expected and which usually come forward each season had forced the purchase of higher priced raws in Cuba and other southern markets. These cost considerably more to lay down, and as the plants have to be kept running if possible there was no alternative but to buy these at the advanced prices. The tariff from these points is 33 1-3c per 100 pounds and from the other countries the preferential tariff applied.

In addition to the foregoing there was increased freight and the difference in the matter of exchange. Altogether this refiner thinks there is indication of a higher price for refined sugar under the foregoing circumstances.

Nothing New In Canned Goods Market

Toronto.

CANNED GOODS.—There has been nothing of interest to mark the position of these lines, conditions remaining unchanged. Some movement of canned vegetables is reported to Western points and a very fair retail demand exists in surrounding territory. Prices are firm and unchanged.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	2 00	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Miniget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Spinach, 2s, doz.	1 80	2 40
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Raspberries, 2s, H.S.	3 00	3 25
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Do., raspberry, 4-lb. tin	0 82	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Marking Time In Dried Fruits

Toronto.

DRIED FRUITS.—The trade can be said to be marking time, awaiting the time when they will be able to specify for next season's requirements. As outlined elsewhere, opening prices on prunes on May 1 were almost immediately withdrawn and no orders will now be taken prior to June 1. What the future may hold in the matter of supplies is problematical. The prices issued on prunes figured out somewhat higher than present costs being worked on by jobbers. No change in any of the following lines has been made during the week.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36

Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Tax Imposed On Teas Puts Prices Up

Toronto.

TEAS.—Prices on teas have advanced 10c per pound to cover excise duties imposed, though should tax stand as at present some further slight adjustments may be found necessary. Pointers in connection with the new regulations appear elsewhere in this issue. Trade generally is at a standstill until some doubtful points are cleared up.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Up From 5 To 6c Per Pound

Toronto.

COFFEE.—Advances have been made in coffee to bring prices to a basis conforming with present taxation. Quotations now being made range from 5c to 6c per pound higher than those previously ruling. The demand showed some easing off, but owing to stocks being comparatively light this is expected to be temporary.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Stocks Some Lines Spices Very Light

Toronto.

SPICES.—Spot stocks of spices in some lines are reaching a very low point and the question of further supplies becomes increasingly difficult. Shipments from the Orient will be in very light volume it is expected, and distributing centers in the United States are becoming pretty well depleted. The future seems to hold promise of higher prices and a great scarcity in practically all lines.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Pickling spice	0 22	0 25
Peppers, black	0 39	0 46
Peppers, white	0 40	0 45
Paprika, lb.	0 45	0 55
Nutmegs, selects, whole, 100s	....	0 45
Do., 80s	....	0 55
Do., 64s	....	0 60

OLIVE OIL SCARCE

Inquiries instituted into the question of supplies of pure Italian olive oil reveal the fact that this commodity is very scarce. There has been an embargo on shipments from Italy for some months and stocks locally have become badly depleted. Olive oil is used extensively for cooking in Italy and with limited quantities of butter, etc., available, a larger number of people have had to turn to oil. It has been intimated also that owing to the difficulty in securing lubricating oil, olive oil may be now used to a great extent for lubrication. Prices to the trade in tins or bulk have reached exceedingly high levels, and no attempt to secure new business is being made by any who may have supplies.

There is some Spanish oil being offered, but stocks of this are also reaching the vanishing point. Embargoes on shipments from Spain are in effect, which creates a similar condition to Italian oil—goods moving out but none coming in.

Mustard seed, whole	0 35	0 40
Celery seed, whole	0 45	0 68
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Nuts Hold Firm; Higher Prices Expected

Toronto

NUTS.—In view of the present shortage and the possible complete restriction on exportations, spot markets have firmed considerably. This is shown in almonds, which in some quarters at least are firmly held at 48c-50c per pound and walnuts at 75c per pound with prospects of even higher prices as the season advances. Quotations now ruling are:

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 24
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s, 150s	7 50	8 75
Shelled—		
Almonds, lb.	0 45	0 50
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 68	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Uninteresting Situation Prevails In Beans

Toronto.

BEANS.—This market is decidedly uninteresting, no new developments having been recorded during the week. The demand continues light and prices remain unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 19	0 22

Rice Firm And Unchanged For Week

Toronto

RICE.—Prices have been firmly maintained on rice and a very fair demand exists. Nothing of importance has marked the situation during the week.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

No Change Made In Package Goods

Toronto.

PACKAGE GOODS.—Package goods have held firm and unchanged during the week. The demand continues along normal lines though this is not exceptionally heavy just now.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 85	6 35
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Fair Demand For Maple Syrup; Honey Scarce

Toronto.

HONEY, MAPLE SYRUP.—A very fair demand exists for maple syrup. Small's pure maple syrup, 24 17 oz. is quoted at $7.30 case; 12 33 oz., $6.60; Quebec syrup, 24 17 oz., $5.30; 12 33 oz., $4.60; Small's maple butter, 24 25c tins is quoted at $4.90 case. Stocks of honey

are very light; quotations remain unchanged.

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	11 00	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	12 50	18 50
No. 3, 32-oz. bottles, 24 to case	....	16 70
Gallon tins, Imperial, per gal.	....	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Grapefruit, Pineapples, Strawberries Higher

Toronto.

FRUIT.—A somewhat firmer tone in Florida grape fruit is evident, prices ranging from $4.50 to $6.00 case. Supplies of all lines are becoming light. Pineapples have also gone to higher levels, light shipments being reported and an active demand. The Cuban crop is reported light and Porto Rico running short, quality generally said to be excellent. Strawberries are higher in price during the week. Shipments from Tennessee are now in and supplies from Arkansas expected. Boxed apples are nearly done and in some quarters higher prices prevail. Stocks of barreled apples are being cleaned up fairly well. Oranges are in light supply, Floridas being reported done.

Apples—		
Arkansas Blacks, box	2 75	3 75
Winesaps, box	2 75	3 50
Rome Beauty, box	....	....
Ontario—		
Baldwins, No. 1, bbl.	6 50	....
Greenings, No. 1, bbl.	6 50	7 00
Northern Spys, tree run	....	....
Mann, No. 1, bbl.	4 50	5 50
Do., No. 2, bbl.	3 25	4 50
Pewakee, No. 1, bbl.	....	4 50
Do., No. 2, bbl.	....	3 50
Starks, No. 1, bbl.	4 50	6 00
Do., No. 2	3 50	5 50
Ben Davis, No. 1, bbl.	3 50	4 00
Do., No. 2, bbl.	2 50	3 50
Spys, No. 3	4 00	5 00
Winter varieties, straight No. 3	2 00	4 00
Nova Scotia—		
Baldwins, No. 1	....	4 50
Do., No. 2	....	3 50
Wagner, No. 1	....	....
Do., No. 2	....	....
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	3 50	4 50
Do., per lb. (crates extra)	....	0 05½
Grapefruit—		
Jamaica, 46s, case	4 75	5 50
Do., 64s, 96s, case	4 75	5 50
Do., 80s	4 75	5 50
Floridas, 3½s, 46s, case	4 50	5 00
Do., 54s, 64s, 80s, 96s	5 50	6 00
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 50	5 00
Oranges—		
California Navels—		
80s	5 00	6 00
96s	6 00	....
100s	5 50	6 00
126s	....	7 50
150s	7 50	8 00
176s, 200s, 216s, 250s	8 00	8 50
Florida Oranges—		
80s, 96s, 100s	....	....
126s	....	....
150s	....	....
176s, 200s, 216s, 250s	....	....
Valencias	5 50	8 00
Lemons, Cal., case	5 00	6 00
Do., Messinas, box	5 50	6 00
Pears, Cal., box	....	....
Pineapples, Porto Rico, cs. 24-30s	5 50	6 50
Rhubarb, dozen	1 00	1 40
Malaga grapes, keg	....	....
Strawberries, pints, 24s	0 22	0 28
Do., quarts	0 35	0 40

Tomatoes Make Advance; Cucumbers Go Up

Toronto.

VEGETABLES.—The market on tomatoes continues very firm at higher levels and cars are reported arriving in very good condition. Cucumbers have registered a stiff advance over last week's decline, stocks being rather light at present. Spanish onions are cleaning up very well and shipments of Texas Bermudas are arriving quite freely, being quoted at $2.75 to $3.00 per 50 lb. crate. Fair supplies of Carolina and Mississippi cabbage are arriving, the market being somewhat easier than last week. New carrots at $2.25 per hamper, new beets at $2.00 to $2.25, and new turnips at $1.50 are among the new arrivals being offered.

Asparagus, Carolina, crate 2 doz.	....	6 50
Artichokes, Cal., doz.	....	1 25
Beets, bag	0 75	1 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	4 25	4 50
Do., Carolina, crate	....	4 50
Do., Mississippi, crate	4 25	4 50
Carrots, bag	0 50	1 00
Celery, Ontario, doz.	....	....
Do., California ,case	....	....
Do., Florida, case	....	....
Cucumbers, Boston, doz.	3 00	3 50
Do., Florida, hamper	5 50	6 00
Lettuce, leaf, doz. bunches	0 25	0 30
Do., head, hamper	3 00	3 75
Mushroms, basket	....	3 25
Onions—		
Spanish, crates	3 00	4 00
Spanish, half crates	1 75	2 00
Texas, 50-lb. crate	2 75	3 00
Do., Canadian, 75-lb.	....	1 25
American, 100-lb. sacks	....	1 50
Potatoes—		
Ontario, bag	1 65	1 85
N.B. Delawares	1 75	1 90
P.E.I., bag	....	1 75
Spinach, hamper	....	2 50
Tomatoes—		
Floridas, 108s, 120s, 144s, 180s, 216s, case	6 00	6 50
Parsnips, bag	0 75	0 80
Parsley, doz. bunches	0 75	0 90
Peppers, green, dozen	0 50	1 25
Turnips, bag	0 50	0 65

Flour Moving Along Prescribed Channels

Toronto.

FLOUR.—This commodity may be said to be moving along in its prescribed channels and no change over decline registered last week has been made in price.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Mill Feeds Still Moving Out Freely

Toronto.

MILL FEEDS.—Mill feeds continue in very good demand though no further item of interest marks the situation. Prices are unchanged at government figures as follows:

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40

Barley Firmer; Corn Flour Slightly Easier

Toronto.

CEREALS.—A somewhat firmer tendency is to be noted in barley during the week which provides for a narrowing of the range of quotations. Corn flour is a little easier, prices ranging around $7.00 per 98 pound bag. Other lines show no variation, the demand continuing in very good volume for all lines.

	Five Bag Lots Delivered	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	....	$ 8.25-$ 9.00
Barley, pot, 98s	....	6.25- 7.00
Cornmeal, 98s	6.50- 7.00	7.00- 7.25
Corn flour, 98s	....	.... 7.00
Farinas, 98s	....	....
Graham flour, 98s	5.60-	6.00- 7.00
Hominy grits, 98s	....	6.50- 6.60
Hominy, pearl, 98s	....	6.50- 6.60
Rolled oats, 90s	5.65- 5.90	5.80- 5.85
Oatmeal, 98s	6.50- 7.00	6.40- 7.00
Rolled wheat, 100-lb. bbl.	....	6.75- 7.00
Rice Flour, per 100 lbs.	....	11.00 12.00
Wheatlets 98s	....	....
Peas, yellow, split	9.50- 10.00	10.00- 10.50
Blue peas	....	.... 0.15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, May 8.—The talk of the trade, of course, centres around the budget, and the taxes imposed by the Government last week on a large number of grocery lines, chief of which probably are tea, coffee, cigars and cigarettes. The feeling prevails that this tax will not have a very serious effect on the demand. The news, however, upset the trade for a whole day, necessitating rearrangement of price lists.

A candy shortage has resulted from the cutting down of the supply of sugar to candy manufacturers. This amounts to around 50 per cent. In some cases where manufacturers have been going to both wholesale and retail trade the tendency is to supply the retailer first, which means that often the wholesaler is cut off altogether.

A meeting of the wholesale grocers of Winnipeg was held last week following the budget statement, and it was agreed that the sale of matches be discontinued until definite instructions had been received from Ottawa as to the matter in which the duty was to be collected. It was also agreed that the sale and shipment of tobacco should be discontinued other than that covered by the new price list. The Imperial Tobacco Co. have already issued a new price list on cigarettes, and one is expected on cigars. At the time of writing it was expected that the sale of matches would be continued this week.

Sugar For Candy Cut Fifty Per Cent

Winnipeg.

CONFECTIONERY. — The announcement that the supply of sugar to the

candy manufacturers would be cut down 50 per cent. came as a bombshell to the trade, and the retailer can expect from now on to have considerable difficulty getting supplies. The question is asked whether prices will be any higher; there does not seem to be any reason for it as the price of sugar is just the same. The situation is acute in several cases, as some manufacturers have cut off their supply to the wholesale trade entirely and are only selling the retail trade.

Evaporated Apples Down As Low As 18c

Winnipeg.

DRIED FRUIT.—The market on evaporated apples continues easy, and prices have dropped even lower than they were last week. One jobber is quoting 18c for choice 50's, but the average price is around 18¾c. Even at this low figure the sale is very limited. Currants are reported practically off the market, and it is stated there will be no more until the new Australian crop arrives in October.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb...	....	0 10
80-90s, 25-lb. boxes, per lb....	....	0 10⅝
70-80s, 25-lb. boxes, per lb....	....	0 11¼
Apples—		
Choice, 50-lb. boxes, lb.....	0 18	0 18¾
Pears, choice, 10-lb. bxs., faced, lb.	....	0 16
Apricots—		
Choice, 25's	0 23¾	0 25
Choice, 10's	....	0 26
Peaches—		
Choice, 25-lb. boxes	....	0 16
Currants—		
Fresh cleaned, half cases, lb., Australian	....	0 24¼
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11
3 crown, loose, 50's	....	0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes...	....	0 10½
3 crown, loose, 10-lb. boxes...	....	0 11
Figs—		
California, white figs, 25s	....	0 12
Peel—		
Candied lemon, boxes, lb.....	....	0 23½
Candied orange, boxes, lb.....	....	0 26½
Candied citron, boxes, lb.....	0 32	0 38
Cut mixed, 7-lb. boxes	....	0 28½

Corn Syrup Demand Falls Off Considerably

Winnipeg.

SYRUP.—Since the advance in the price of corn syrup went into effect last week the demand has dropped off enormously. This was only to be expected, as there was a very heavy demand for corn syrup right up to the advance, as most of the trade expected it. Jobbers state that molasses is getting very hard to procure.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case.....	4 85
5-lb. tins, 1 doz. case, per case.....	5 50
10-lb. tins, ½ doz. case, per case.....	5 25
20-lb. tins, ¼ doz. case, per case.....	5 25
Barbadoes Molasses—	
In half barrels, per gal.....	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 68

Sugar Supplies Far From Normal

Winnipeg.

SUGAR.—Prices are pretty much the same as they were last week, but sugar continues to be about the hardest line to procure among groceries. The situation is easing somewhat, but things are a long way from normal. Of late the refiners have been making changes in their differential, which has made it awkward for the wholesaler, who is now compelled to list separate quotations for each refiner. Formerly the same price would do for them all.

Coffee Tax May Affect Consumption

Winnipeg.

COFFEE.—Increase in price of coffee amounts to 4c per lb. The trade say it is hard to predict as yet whether less coffee will be drunk as a result; previous experience, they say, has shown that an advance of this kind does not affect the sale.

Green Peas 20c Lb.; Turnips And Beets $1.25

Winnipeg.

FRUIT AND VEGETABLES.—Imported cauliflower and celery are finished, and sweet potatoes are very hard to get. Alberta potatoes are bringing $1 per bushel, and are said to be steady at that figure. New potatoes are now 12c per lb. New carrots have jumped to $1.40 per dozen, reason given being that people in the South cannot supply the demand. California head lettuce is about over. Florida tomatoes are steady at $7, and the supply is good. Rhubarb has jumped to $3 per 40-lb. box, and is reported scarce. New lines arriving are strawberries—Excelsiors $8, Klondykes $9; green peas, 20c lb.; new turnips, $1.25 doz.; new beets, $1.25 doz.

Asparagus, Cal., 28 lbs.	....	6 50
Artichokes, doz.	....	2 00
Cabbage, lb., new	....	0 06
Celery, Cal., crate 100 lbs.	....	7 00
Potatoes, Albertas	....	1 00
Potatoes, sweet, hamper	....	6 00
Potatoes, new, lb.	....	0 12
Spinach, bush. basket	....	2 50
Onions, green, doz.	....	0 50
Carrots, cwt.	....	2 50
Carrots, new, doz.	....	1 40
Turnips, cwt.	....	2 00
Turnips, new, doz.	....	1 25
Beets, new, doz.	....	1 25
Head lettuce, Cal., doz.	....	1 00
Head Lettuce, Cal., case 4 doz...	....	4 00
Tomatoes, Florida, 6-basket crate	....	7 00
Onions, Valencias, large case....	....	4 75
Onions, yellow and red, cwt.....	....	2 00
Radishes, doz.	....	0 60
Parsley, imported, doz.	....	0 50
Parsnips, cwt.	....	4 00
Peas, green, lb.	....	0 20
Brussels Sprouts, lb.	....	0 23
Rhubarb, Cal., 40-lb. box.....	....	3 00
Shallots, doz.	....	1 00
Fruits—		
Apples	2 25	3 00
Oranges	....	8 00
Lemons, Messinas	....	7 00
Lemons, Cal.	....	8 00
Bananas, lb.	....	0 07½
Grapefruit, Florida, case	5 00	5 50
Strawberries—		
Excelsiors	....	8 00
Klondykes	....	9 00
Pineapples, case	....	10 00

REGINA RESTAURANT KEEPERS PROPOSE CHANGES IN RESTAURANT REGULATION ORDER

Restaurant keepers of Regina are protesting against the stringency of the food regulations recently enacted by the Food Controller's Department at Ottawa. The dealers claim unfair discrimination in some instances, and state that the rule will work a hardship on them, which could be avoided without much change in some of the regulations proposed. A petition has been prepared and copies have been sent to the restaurant keepers throughout the province. If necessary, steps will be taken to send a deputation to meet J. D. MacGregor, Western representative of the Food Controller.

Following are the regulations as they would appear if the recommendations of restaurant keepers were accepted:

1. Beef and veal may be served three days a week only—Tuesday, Thursday and Saturday.

2. Pork may be served three days a week only—Monday, Wednesday and Friday.

3. Ham and bacon to be served for breakfast on the following days: Sunday, Monday, Tuesday, Thursday and Saturday.

4. The proposed regulation reading "no wheat or wheat product shall be served as a mid-day meal." This should be eliminated, as it will work a severe hardship upon the restauranteurs. Privilege should be given for the serving of pastry.

5. No public eating house will serve more than one ounce of wheat bread, together with one ounce of bread or other product made from bran, corn, oats, barley or other flour at any one meal to one person.

6. The clause reading sandwiches made from wheat bread or pork, beef or veal may be served at railway lunch counters, but only at any time and at all times to "bona-fide travellers." This should be entirely eliminated as discrimination.

7. Public eating places shall not serve sandwiches filled with beef, veal or pork during days on which these meats are prohibited.

8. No bread less than twelve hours baked shall be served in public eating houses except in railway trains and steamships.

9. Meats and game. Beef limit should be ten ounces instead of eight. Butter regulation. Not more than half an ounce of butter or oleomargarine may be served, eliminating the clause reading except upon special request, and then not more than one-half ounce may be given.

10. Sugar rations. Not more than two teaspoonfuls or equal weight of cane sugar shall be served for the purpose of sweetening beverages and not more than three teaspoonfuls should be allowed for any other purpose.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, May 7.—Lard has made its usual weekly advance and is now 32½c, compound is 29½c and demand for both is good, very little oleo is offering, and the demand is negligible. Butter has eased up a little and now wholesales at 51c to 55c. Potatoes are now $30 to $40 a ton, choice apples are scarce at $2.50 to $2.75 a box. Oranges have eased up to $7 to which fact the greatly increased demand from fruit stores is attributed. California strawberries are selling at $42.75 a crate, and cherries for $4 a 10 pound box, and are selling well at these figures. Eggs are fairly plentiful at 43c to 48c, beans are again plentiful at 12c for Japanese and 16c for British Columbia.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	165 00
Do., Siam, No. 2	....	150 00
Beans, Japanese, per lb.	....	0 12
Beans, B.C., white	....	0 16
Potatoes, per ton	30 00	40 00
Lard, pure, in 400-lb. tierces ,lb.	....	0 32½
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 51	0 55
Margarine	....	0 39
Eggs, new-laid, in cartons, doz.	0 43	0 48
Oranges, box	....	7 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 7.—All teas have now advanced 10c a pound, coffees in tins 5c a pound, roasted bulk coffees 4c to 5c a pound. Sugar has advanced 15c and is now $10.47. There is now spread of 40c between hundreds and bales of twenties. Shaker salt is 10c a case higher, and all packages of salt show small advances. Indian beans are offered at 10c and 11c. Grape Nuts declined 10c a case. Rolled oats, 80's, are now selling at $4.70 to $4.85. Roasted peanuts are quoted at from 22c to 26c; raspberries, 2's are $6.85. Eggs are coming in plentifully and lower prices are expected next week.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 10
Rolled oats, 80s	4 70	4 85
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt	....	10 32
Cheese, No. 1, Ontario, large	0 24	0 25
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	19 50
Eggs, new laid, case	11 25	11 75
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 9[illegible]	5 50
Corn, 2s, standard case	5 50	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	6 85
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Navel oranges, case	7 00	8 50
Lemons, case	....	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 7.—Following the announcement of a tax on teas, coffees, tobaccos, etc., the local prices have all taken an advance. The advance on teas and coffees amounts to 10c a pound, tobaccos of different grades are affected 10c to 30c a pound, cigars are advancing about $3 per 1,000, and it is expected that cigarettes will go up from $3 to $4. A considerable advance in matches is reported amounting to $5 per case, playing cards are also affected. Prunes have advanced ½c a pound.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 27½
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 95
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 40
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 46
Eggs, new-laid	....	0 36
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

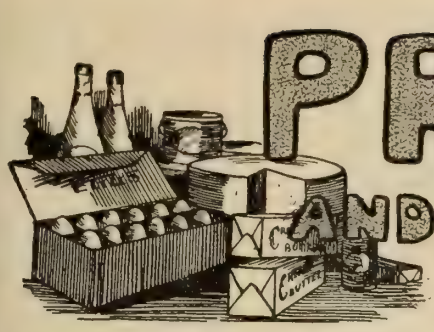
St. John, N.B., May 7.—Activity of buyers for United States markets has forced potatoes higher and prices are now quoted at $2.80 to $3. Buying for storage purposes has had a similar effect on case eggs, which are selling at 36c to 37c. Ordinary cornmeal is easier, being quoted at $4.10 to $4.20. Rolled oats also are lower, $12.50 being the quotation. Canadian white beans are now offering at $9.25 to $9.50. American clear pork shows a decline of $4 and is now quoted at $63 to $66. Grapefruit higher, $7 to $8.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	13 00
Beans, yellow-eyed	....	10 25
Beans, Canadian, white	9 25	9 50
Rice, Siam, cwt.	10 00	10 25
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 05	9 10
No. 1 yellow	8 55	8 60
Cheese, N.B., twins	0 24	0 25
Eggs, case	0 36	0 37
Breakfast bacon	....	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	63 00	66 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
New, native, barrel	2 80	3 00
Onions, Canadian, 75 lbs.	1 75	2 00
Lemons, Cal., Messina, case	6 00	7 00
Oranges, California, case	6 00	8 50
Grapefruit, case	7 00	8 00

DEMAND FOR MARGARINE FALLS OFF

Prince Albert.—According to local grocers there is not a heavy demand for margarine. Butter being but five cents a pound dearer, the demand has dropped off considerably. Best butter is scarce, creamery being fifty cents, and dairy forty-five. Fresh eggs are also scarce and are quoted at 50 cents per dozen.



PRODUCE AND PROVISIONS



Selling Provisions to the Campers

Merchants Have Found the Summer Season the Days of Harvest—Little Devices For Stimulating the Trade—The Value of the Meat Slicer—Catering to the Lake Boats and Fishermen

MERCHANTS who live anywhere near a camping or tourist section are peculiarly fortunate in the summer season. Here is a trade that asks only as a rule for quality and providing that quality is forthcoming there will be no quarrel over the matter of any legitimate price.

Canada is fortunate in the multitude of its summer possibilities. In every province of the Dominion there are scattered in greater or less numbers locations that seemed to have been designed to lure people away from the town and city into the life of the open. Fortunate indeed the merchant who is situated in their vicinity for they lend of an opportunity for a greatly improved business during the summer months.

Changed Conditions on Summer Trade

Of course in every section there is a change in trade conditions in the summer time. Unfortunately, however, the change in the city as a rule does not bring any increased volume. It does, however, change the character of the goods sold to a degree at least, and therein the problem of the city merchant is the same as that of the merchant at the summer resort town. In these summer resort towns the provision business is a very important factor.

Meeting the Fishermen's Needs

On the lake ports the matter of replenishing the larder of the ships moving from port to port is an important item, while in many sections supplying the fishing fleet is another important element of trade. F. R. Dale, Port Stanley, Ont., which of late years has developed into an important fishing centre, does a big business with the fishermen. "At the present price of fish," he states, "the fishermen are about as important a class as the merchant has to deal with. They have plenty of money, and they spend it freely." Mr. Dale has a grocery and meat and provision business. This latter department is not hidden away at the back somewhere but is right in the front of the store and is probably the most important element in the store, and right at the front of the department is a modern meat slicer that Mr. Dale has found to be one of the greatest factors in building up this trade. There is also a large summer trade in the place and those two elements provide the great bulk of the trade in the provision end of the store. But while the summer time is the heyday of this business the trade then is good enough to overcome the somewhat slack period of the winter time.

The Boot Trade Means Big Business

Up in the region of the Georgian Bay the same story is true. Here you have

CONVENIENCE TO CAMPER AND COTTAGER

WHY waste a lot of the good old summer out-of-doors, and why forego the fresh and invigorating lake breezes cooking over a hot stove an hour or two every day, when you can get such delicious and wholesome cooked meats as ——— Brand? These save the camper or cottager many of the worries that beset outdoor life—no fire, no fuel, no hot stove, and no uncomfortableness. Before you leave for your summer cottage or your camp, give us a call and let us show you what we can do to deliver your supplies this season.

BACON FOR THE MORNING MEAL

Like bacon for breakfast? Most everybody does, and particularly when out on their summer vacation. Only a little fire needed in the cool of the morning to prepare ——— Brand back and side bacon. It is an appetite creator in itself.

We deliver to ..... Beach, and to all points on the lake.

BROWN & SON

119 George Street. Phone 175.

Suggestion for a cooked and smoked meat advertisement to be used in newspaper space in any summer resort district.

the boat trade at its height, boats bringing the grain down from Fort William to the elevators on the Georgian Bay. They must perforce get their supplies of produce at these ports of call and in the bulk they mount up into a very formidable trade indeed and one well worth cultivating. Moreover, dotted all along the shores of the Georgian Bay and in the smaller inland lakes of the district there is a regular paradise for summer cottagers, and all the adjoining towns feel the effect of this business. There are different ways of fostering the provision business each peculiar to the merchant who evolves it.

Methods of Encouraging the Provision Trade

Couthers and Curry, Collingwood, Ont., use a small refrigerated glass show case on the front counter. This is to keep the idea of cooked meats always before the customer. The appetizing display that is kept always clean and attractive looking by the method of handling has been a most effective way of encouraging the trade in this line, as it is one of the first suggestions that presents itself to the customer on entering the store. Merrick and Litster, Barrie, Ont., have a special table toward the front of their store for the display of provisions and similar lines such as lards and shortenings. They have a refrigerator, too, half way down the store that serves to display other and more perishable goods of this nature. By this method of display they have succeeded in building up a nice business in this line, not only with the town customers but with the farmers from the surrounding section, and the campers a little way down the lake.

Hind Brothers, Barrie, Ont., make quite a specialty of their provision business, which is featured in a department immediately at the front of the store. Their store is wide rather than deep, and the door opens at one side with the store's windows running the remaining width of the front. The provision department runs the full width of this front, backing on the window. It is therefore one of the most striking displays in the store and has proved a very good investment indeed, according to Mr. Hind.

Slicing Machine Costs Nothing

J. B. Horrell, Midland, Ont., is another store that does a brisk business in provisions, especially during the summertime. There are a large number of cottagers situated about the Bay front, and Mr. Horrell does a very fair part of the business in serving these customers. He has found his provision business one of the important elements in that trade. The store has one of the modern slicing machines, and it has proved to be one of the best investments that the store ever made. It encourages business in sliced and cured meats, without any additional cost. It saves the services of a man, because it will do in five minutes what it would take a man an hour to do by hand, and it saves money in preventing the wastage that used to be one of the serious elements in the old time provision business.

All these merchants agree that the summer is the great time of opportunity for sale of many provision lines. Not that it is the only time, but that opportunity knocks more loudly at this season, when the housewife as a rule is not anxious to engage in any elaborate cooking operations.

Unquestionably the merchant who puts his energies into this trade during the summer time will reap a rich harvest.

8,000,000 LBS. OF FISH ANNUALLY

This Is Present Extent of Ontario Fish Distribution—Fixing of Prices Has Saved Million Dollars to Consumers

Evidence of the wide appreciation of Ontario municipalities of the Government fish distribution scheme is found in the large number of orders sent to S. L. Squires, Director of Distribution. At the beginning of April, 110 cities and towns throughout Ontario had arranged with nearly 300 dealers to distribute Government fish. This number is now considerably increased. Hon. Mr. Macdiarmid states that the department now has orders for definite quantities and estimates from municipalities calling for a weekly distribution of 150,000 pounds of fish. This means a yearly consumption of nearly 8,000,000 pounds of fish.

In addition to having effected a very radical change in Ontario's menu and an important saving in meat products, the Government distribution scheme is claimed to have saved householders nearly a million dollars by its action in fixing prices at cost. A small increase in price will be necessitated this year owing to higher costs of fishing materials, etc.

While retail prices have not been definitely fixed, it is probable that trout and whitefish, etc., which sold last year at 12½c per pound will be sold for about 14 cents this season with the price outside Toronto a cent higher to cover extra shipping charges. Last year the Government permitted cuts to be sold at an increased price of two cents per pound over that for the whole fish. A similar arrangement is expected to be made this year.

Contracts with fishermen have nearly all been made, both for inland and international waters, so that an abundant supply of fresh-water fish is assured this summer. It is not expected that all orders can be filled until after May 15th owing to the fact that ice is still interfering with the setting of nets in the northern lakes.

CHANGES IN THE HARRIS ABATTOIR COMPANY CONTROL

Recently a change has been made in the relations of the Harris Abattoir Company and the William Davies Company. The latter for some considerable time past has been a holding company for 40 per cent. of the Harris Company's stock; recently this stock was taken over by James Harris and J. S. McLean, the managing director and secretary of the Harris Abattoir Company. This does away entirely with any association between the two companies and has resulted in the transference of 3,519 shares of stock held in the name of the William Davies Company.

The Harris Abattoir Company has also acquired an interest in the Winnipeg and Moose Jaw business of the Gordon, Ironsides and Fares Company.

HEADS COFFEE DEPARTMENT

The following from the "Journal-News," Evansville, Ind., refers to a former Western Ontario man, formerly with Greenhuts, in New York:

"Charles A. Elliott, of New York, who has taken charge of the coffee department of the Parsons & Scoville Company, is an authority on the grocery business. He has written on technical education in the magazines, and through his endeavors the Twenty-third Street branch of the New York Y.M.C.A. started the first class for grocers in this country. He is a fellow of the Institute of Certified Grocers, which is considered as the grocers' university."

EXPORT LICENSE REQUIRED FOR FRUIT AND VEGETABLES FOR THE U.S.

An export license is required for practically all lines of green fruits and vegetables. This fact may cause some annoying delays unless the applications are addressed to the nearest branch office of the War Trade Board rather than to Washington.

The goods requiring an export license are as follows. The bulk of these lines are imported in very large quantities into Canada:

Potatoes
Sweet potatoes
Red onions
White onions
Yellow onions
Turnips
Carrots
Parsnips
Beets with and without tops.
Green peas in pod
Green beans in pod
Wax beans in pod
Lima beans in pod
Fava beans in pod
Shell beans in pod
Cabbage
Red cabbage
Savoy cabbage
Spinach
Kale
Lettuce
Celery
Endive
Asparagus

Brussels sprouts
Cauliflower
Tomatoes
Green corn
Artichokes
Escarole
Horseradish root
Rhubarb
Oyster plant
Rare ripes (Onions)
Cranberries
Lemons
Red bananas
Yellow bananas
Oranges
Tangerines
Grape fruit
King oranges
Blood oranges
Prickly pears
Bartlett pears
Sickle pears
Alligator pears
Pears

Apples
Crab apples
Peaches
Plums
Persimmons
Mulberries
Quinces
Strawberries
Raspberries
Blueberries
Dewberries
Huckleberries
Blackberries
Watermelons
Canteloupe
Honeydew melons
Casaba melons
Swiss chard
Apricots
Pomegranate
Red peppers
Green peppers
Mushrooms

Produce' Provision and Fish Markets

THE MARKETS AT A GLANCE

PRICES on live hogs have again registered an advance of 50c per cwt., though present quotations run 25c under high figures reached towards the end of last week. Some improvement in the run is reported. Dressed meats show a few slight changes, boneless backs being down about 2c per pound in some quarters.

Butter has recorded a substantial decline, fresh made creamery being down 5c per pound below quotations of last week. Greatly improved receipts are noted, and a fair consuming demand exists.

The egg market has stiffened and prices range from 2c to 4c per dozen up. Eggs are coming in in good quantities, and consuming continues heavy. Surplus receipts are being stored, though storing is being confined to pretty narrow channels.

There has been some improvement in shipments of fresh lake fish, and a very good assortment of fresh sea fish is now being offered. Prices show little variation over previous figures. Business generally is reported very good.

Hogs Up Again; Are Very Scarce

Montreal.

PROVISIONS.—It was expected that the price of hogs would decline with better marketing conditions. This was the expression of the abattoir men, who felt that there were plenty of hogs in the country. The opposite would be indicated in the continued light offerings. These have been very small the past few days, and as a consequence prices have advanced again. These are now $21.50 to $22 per 100 pounds, against the highest point of $21.50 last week. Provisions, while very firm, are still held without change, and there is a fairly good demand from city as well as country trade.

Hogs, dressed—		
Abattoir killed	30 00	30 50
Hogs, live	21 50	22 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 40½	0 42½
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27	0 29
Long clear bacon, small lots	0 28½	0 29½
Fat backs, lb.	0 27	0 28
Cooked Meats—		
Hams, boiled, per lb.	0 47	0 48
Hams, roast, per lb.	....	0 47
Shoulders, boiled, per lb.	....	0 40
Shoulders, roast, per lb.	....	0 42

Pure Lard Firm; Demand Active

Montreal.

LARD.—The demand is brisk considering the season and sales to city and country are maintained in good volume. Owing to the position on hogs there is a decided firmness but prices are held without definite change. So long as the demand continues on its present basis and the short delivery of hogs remains as at present there is little likelihood of a better price basis.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 33¾

No Change Marks Position of Shortening

Montreal.

SHORTENING.—There is a very good demand and at present time delivery is well maintained. Supplies of cottonseed oil are apparently ample at present and no changes have been recorded in shortening prices this week.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	....	0 28

More Margarine Here; Prices Maintained

Montreal.

MARGARINE.—There is a good demand for margarine and marketing conditions favorable, that is the supply is better than it has been for some time. Deliveries are freer than they were. Demand is reasonably good and sales to the consuming public seem to have become well established now. Prices are held without any change.

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Butter Down 3c; Some Say Bottom

Montreal.

BUTTER.—Some think that with the decline this week of three cents a pound in the price of fresh creamery butter, that the bottom has been reached. The market ruled very weak for some days and there was as much as four cents per pound decline in the week. The favorable prospects for an early and large output of butter was responsible for the lowering of prices. This good prospect for a larger make seems to be the more favorable in Ontario and Quebec points than it is elsewhere.

Butter—		
Creamery prints (fresh made)	....	0 45
Creamery solids (fresh made)	....	0 44
Dairy prints, choice	....	0 38
Dairy, in tubs, choice	....	0 37

Cheese Price Holds; Trading Is Fair

Montreal.

CHEESE.—The market is now more settled with the price fixed and with many of the cheese boards opening and holding regular meetings it is expected that there will be much activity in the way of production. In fact the prospects for a heavy make of cheese in 1918 are very excellent. The better price fixed by the Dairy Produce Commission has served to stimulate interest in making. Trade in the general way is still fairly good at the following prices.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Egg Markets Firmer Though Receipts Large

Montreal.

EGGS.—The peculiar feature of the week is that of the very firm position of the market when the heavy receipts are taken into consideration. Production in many parts of the country is still said to be very much improved but the demand from many quarters for storing is good and with an added demand from the consumer prices hold firmly. At some of the buying points a slightly advanced price was asked. Sales are still being made here at 40 and 41c per dozen. If the receipts continue to improve as they have been doing it is possible that prices may register a further decline.

Eggs—		
New-laid	0 40	0 41

Poultry Sells Well; Receipts Live Light

Montreal.

POULTRY.—For storage poultry and any fresh-killed that finds its way to market there is a fairly good demand. However, in the matter of live birds these are very scarce and the improvement for a larger delivery does not promise well. Prices are naturally well-maintained and while there are no advances these may at any time be made. Just at present prices on storage poultry are very firm.

	Live	Dressed
Young ducks	....-	....- 0 32
Turkeys (old toms), lb.	....-	....- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	0 30- 0 35	0 35- 0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chickens	....-	....- 0 37

Western Halibut Coming; Fish Trading Fair

Montreal.

FISH.—The better delivery of some varieties of fresh fish is noticeable and jobbers expect that prices will be more favorable in the immediate future. A carload of western halibut is on the way here and if the price of this can be made fair there will be a good demand for it. Until now the price of halibut has curtailed consumption. Herring and gaspereaux are arriving in larger quantities, indicating a larger catch. Lobsters are easier and boiled lobsters are in good demand.

SMOKED FISH.		
Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15
SALTED AND PICKLED FISH.		
Haddock (per bbl.)	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (Skinless), 100-lb. box	....	12 00
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (80-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS. LOBSTERS		
Lobsters, medium and large, lb.	0 40	0 45
Lobsters (boiled), lb.	....	0 15
Prawns, lb.	....	0 28
Shrimps, lb.	....	0 26
Scallops	....	3 50
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	11 00
3 gal. (wine) cans	....	6 00
1 gal. (wine) cans	....	2 00
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 14	0 18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Doree	0 12½	0 13
FRESH FISH		
Barbotte	0 12	0 13
Haddock	0 08	0 10
Steak cod	0 10	0 12
Market cod	....	0 07
Carp	0 12	0 13
Dore	0 16	0 17
Lake trout	0 13	0 20
Brook Trout	....	0 33
Pike	0 12	0 13
B. C. Salmon	0 30	0 32
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	....	0 25
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	....	0 23
Flounders	0 08	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 13	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 13
Mackerel (large), each	....	0 40
Mackerel (medium), each	....	0 30
Mackerel, per lb.	....	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

50 Cents Advance In Live Hogs

Toronto.

PROVISIONS.—Live hogs have registered another advance of 50c per cwt., and prices for the week are on the basis of $20.75, fed and watered. This is a decline of 25c over high levels reached at latter part of last week when prices were as high as $21. A very fair run is reported, considerably more offering than for some time past.

OYSTER IMPORTS OFF ?

In view of the poor transportation facilities it is thought by some that during the summer months there will be practically no importation of oysters. It has been taking three and four days to secure them from producing points where they should not be on the way more than 36 to 48 hours and unless speedy delivery be maintained the condition when received would not be favorable.

Some slight revisions in dressed meats have been made in some quarters, though these are by no means extensive, as will be noted in list below. The demand shows some improvement, and orders are being handled promptly.

Hams—		
Medium	0 37	0 38
Large, per lb.	0 28	0 31
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 50
Bacon—		
Breakfast, per lb.	0 37	0 41
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, without dressing, per lb.	0 46	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	57 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	29 50	30 00
Live, off cars	....	21 00
Live, fed and watered	....	20 75
Live, f.o.b.	....	20 00

Nothing New in Shortening Situation

Toronto.

SHORTENING.—There has been nothing new developed during the week in this commodity. The demand continues along rather narrower channels, and no difficulty is being experienced keeping up with orders. Receipts of cottonseed oil show some improvement. Prices remain firm and unchanged as follows:

Shortening, tierces, 400 lb., lb.	0 26	0 26½

In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Firm Position Held In Respect to Lard

Toronto.

LARD.—A very firm situation continues evident in this commodity. Prices have ruled unchanged during the week, and a very fair demand is reported. Production is equal to present calls.

Lard, pure, tierces, 400 lbs., lb.	0 31	0 32

In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Situation Shows No Change

Toronto.

MARGARINE.—There is nothing new to report in respect to margarine during the week. The demand continues in very good volume, and orders are being despatched promptly from ample stocks. No change in prices is to be noted; quotations hold firm.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Registers Substantial Decline

Toronto.

BUTTER.—Receipts have shown great improvement and reports from all sources are to the effect that butter is now coming in freely. This has resulted in a substantial decline being registered, fresh creamery being down about 5c per pound. Storage creamery is practically done, and in most cases down in sympathy with fresh made. Dairy butter shows no change for the week, prices holding at the decline of last week. The demand for all grades is very good. Prices now being quoted are:

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 44	0 47
Creamery prints, storage	0 44	0 47
Creamery solids, storage	0 44	0 47
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Reveal Firmer Tone; Receipt Good

Toronto.

EGGS.—Prices on eggs have stiffened considerably during the week, and advances of from 2c to 4c a dozen have been made. Receipts continue in good volume and with storing general, though not heavy, any surplus is being quickly absorbed. A good consuming demand continues to be manifest, the movement to the retailer being very liberal. Quotations now being made follow:

Eggs—		
New-laids, in cartons	0 42	0 46
Do., loose, doz.	0 41	0 45

Cheese Settles Into Steady Groove

Toronto.

CHEESE.—Business in this commodity seems to have settled into a fairly steady groove, and little variation is expected now that the price for export has been determined upon. Some shipments of fresh made are reported in, and more expected as the season advances.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Prices Hold at High Levels

Toronto.

POULTRY.—There has been little change in the situation during the week, prices holding firm at high levels. There is little live poultry reaching the market, though this condition is said to be a natural one at this season of the year. Prices ruling are given herewith:

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Geese	....- 0 12	....- 0 15
Turkeys	0 26- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 25- 0 28	0 25- 0 30
Chickens, 4½ lbs. up	0 25- 0 29	0 28- 0 33
Chickens, under 4½ lbs.	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 25

Demand for Fish Good; Some Lake In

Toronto.

FISH.—From all sources there are indications of a good demand for fish, orders being received in goodly numbers and representing a very satisfactory volume of trade. Improvement in supplies of fresh lake fish reaching the market is reported and fresh sea are also coming along in good quantities. Prices have held with little change, kippers being down 25c to $1.75 box in some quarters.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 15
Chicken haddies, lb.	0 11	0 13
Haddies, fillets, per lb.	0 13	0 17
Ciscoes, per lb.	0 15	0 17
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	11 50
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 13	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	0 20
Do., Restigouche	....	0 27
Haddock, headless and dressed, lb.	0 07	0 10
Herrings, frozen	0 08	0 10
Steak cod, lb.	0 09	0 10½
Haddock, market, lb.	0 7	0 08½
Cod, market, heads on, lb.	0 06	0 08½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	0 14	0 18
Do., No. 2, lb.	....	0 12
Oysters, No. 3 size pkg., selects	....	....
Blue points, bbl.	....	....
Malpeque, bbl.	....	....
Shrimps—		
No. 1, cans	1 35	1 60
No. 2, cans	2 65	3 10
No. 3, cans	....	3 90
No. 4, cans	5 15	6 00
FRESH FROZEN LAKE FISH		
Herring, Lake Erie, pan frozen	0 08½	0 10
Pike, dressed	0 10	0 11
Yellow pickerel, frozen, lb.	0 12½	0 13
FRESH SEA FISH		
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 18	0 21
Cod., steak, lb.	0 10	0 11
Do., market, lb.	....	0 09
Haddock, lb.	0 08	0 08½
Flounders, lb.	0 08	0 10
Herring, lb.	0 05½	0 06
Salmon, Red, Spring, lb.	....	0 25
FRESH LAKE FISH		
Trout, lb.	....	0 17
Whitefish, lb.	0 18	0 21
Herring, lb.	....	0 13

Storing Eggs At Very High Prices

Winnipeg.

PRODUCE AND PROVISIONS.—The price of live hogs dropped to 19½c and remained there for the past two weeks. It seems to be steady at that price. Lard is selling at unchanged figures, viz., 30c for pure in tierces, and 26½c for compound.

EGGS.—The market has remained very firm despite the very warm weather. At the time of writing candled eggs were bringing 38c. Packers have begun to store them at this figure. The consumption of eggs has been heavy.

BUTTER.—There is very little new make creamery on the market, and the price for No. 1 is 48c. The demand for cheese has been better lately, but the price is the same, viz., 24-24½c for Ontario, and 23-23½c per pound for Manitoba.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, per lb.	....	0 40
Breakfast, select, lb.	....	0 42
Backs	0 44	0 46
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 53
Cases, 3s	....	18 00
Compound—		
Tierces	....	0 26½
Tubs, 50s, net	....	13 25
Pails, 20s, net	....	5 55
Fresh Eggs—		
New-laid, candled	0 37	0 38
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 48
Fresh made creamery, No. 2	....	0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	....	0 32½
No. 2	....	0 30½
No. 3	....	0 29½

HALIBUT AND SALMON TO BE HIGH

The manager of a large fish company from the Pacific Coast passing through Montreal a few days ago stated that the indications were pointing to high prices for salmon and halibut during the coming season. Increased costs for labor and all materials would be largely responsible for this strong position.

Plaice At 7½c Meets Popular Demand

Winnipeg.

FISH AND POULTRY.—A new line on the market this week is fresh plaice, bringing 7½c. This will be followed by a number of similar lines next week, including soles, witches, flounders, brill, all flat fish, and being put on this market to meet the demand of the public for a fish selling at 10c per pound retail. Most of this will cost the trade around 7½c. Another new line is black cod at 12c. There is a very limited quantity of fresh salmon arriving on the market, bringing 27½c. No fresh halibut coming in; one of the reasons for this is probably that most dealers are well stocked with frozen stuff yet. Little poultry arriving, and dealers are not worrying, preferring to let poultry work out its own salvation; if it arrives in quantity they will begin to handle it again.

Pickerel, box lots	....	0 11¼
Whitefish, box lots	....	0 11¼
Haddock, frozen	....	0 10
Salmon, frozen	....	0 23
Halibut, frozen	....	0 20
Cod, frozen	....	0 12
Kippers, boxes	....	2 25
Bloaters, boxes	....	2 40
Lake trout, box lots	....	0 12
Mackerel, frozen	....	0 15
Finnan haddie 30-lb. boxes	....	0 17
Plaice, fresh frozen	....	0 07½

AUSTRALIAN SUGAR CROP

The Australian cane sugar industry has this year for the first time produced sugar greatly in excess of the Commonwealth's requirements, it is learned here. The Queensland crop is expected to exceed 350 000 tons (70,000 tons above the record of 1913-14), and New South Wales will probably produce 20 000 tons, making an estimated total of 370,000 tons.

As the consumption is unlikely to reach 270.000 tons, there will be a surplus for the current season of at least 100.000 tons, and even if the 20 000 tons of raw sugar stored at Mackay should be lost, there will probably still remain at the end of the season a surplus of not less than from 85.000 to 95 000 tons, for it is an open secret that the total production has been under-estimated.

The Retail Merchants' Association, the Board of Trade and the Wholesalers' Association of Saskatoon are co-operating in the sale of $70,000 worth of stock for the cold storage plant being erected in that city by the Saskatchewan Co-Operative Creameries, Ltd. Committees have been appointed, and the campaign will be undertaken without delay.

Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.
These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

Show Me the butcher who ever got rich that did not make his **OWN SAUSAGE.**

Show Me the packer who NEVER got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and Prices. Many Styles.

The W. A. Freeman Co., Limited
HAMILTON, ONTARIO
TORONTO—114 York St., Near King
MONTREAL—D. H. H. Neill, 16 Notre Dame St. E. Uptown 8547

To Jobbers:—

You want quality and price. Our **"Canada's Best"** brand **pure maple** syrup and **"Superior"** brand sugar syrup possess **quality.**

The PRICE is Right.

Canada Maple Exchange, Ltd., Montreal

Advertising makes for a better product—

Not only does advertising create a good impression regarding the product advertised but it **makes for a better product.** There are added responsibility and written-printed claims to substantiate.

Now's the time to start your Spring "Counter"-Attacks

—by featuring these easy-selling products



LET your Provision Counter be the principal point of interest in your store. Make it so bright—so enticing—so good to look at—that everybody who comes in will feel constrained to buy something!

Davies' Quality Products are just the lines to help you make a good, tempting display and build up more and bigger sales.

Show a good assortment of Davies' Fresh Cured and Smoked Meats, Pure Lard, "Peerless" Shortening, Pork Pies, Pork and Beans, "Peerless" Pickles, "Glengrove" Butter, Eggs and Cheese—all genuine **quality** products that make pleased customers and keep your salesmen busy.

We shall be pleased to quote you prices on any of these products — or if you would like one of our travellers to call, drop us a postcard saying where you are located and we'll be glad to make your acquaintance.

Davies' Quality Products are used in a large number of the best Canadian homes. Dealers who handle these products are building up good reputations in their localities.

Davies Quality Products are "EASY to SELL but HARD to BEAT"

THE WILLIAM DAVIES COMPANY LIMITED

Montreal **TORONTO** **Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.

The Brantford Automatic Scale never gueses



Mr. Merchant:

The best scale is "none too good." Let us tell you all about the Brantford. A postal or telephone call will bring our representative.

Toronto office and salesroom 386 King St. West, corner Peter. Phone Ad. 1116.

Brantford Computing Scale Co., Limited
BRANTFORD, ONT.



Get a real Meat Slicer

Get a Slicer that you can depend upon absolutely—one that will bring profit to you and satisfaction to your trade.

THE VAN BERKEL SLICER

is the result of thirty years "know how" in Slicer building. Look for the name **Berkel's Improved Patent**—the stamp of a real Slicer.

The Hobart Mfg. Co.
149 Church St.
TORONTO

They are worthy of your best recommendation

The quality of

INDIAN CHIEF Brand CLAMS

is as high as extra care and attention can make them.
We put them up and seal them (without solder or acid) the self same day they are taken from the clam beds.
Indian Chief Clams always open up sweet, pure and delicious. Every good grocer should recommend them. They sell and repeat.

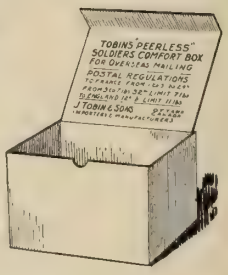


SHAW & ELLIS

POCOLOGAN, N. B.

Tobin's "Peerless" Soldiers' Comfort Boxes

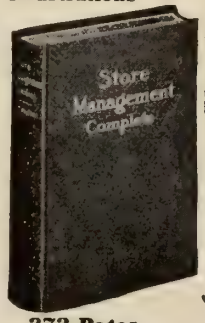
FOR OVERSEAS MAILING
7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)
Ottawa, Canada
"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Avail Yourself of this Opportunity

You, Mr. Aggressive Grocer, will be quick to appreciate the unusual opportunity that we still offer you of securing ample stocks of

HOLBROOK'S
Imported
WORCESTERSHIRE SAUCE

At Pre-War Prices

We need not enlarge upon the delicious goodness of this customer-pleaser. Repeat orders always follow a window or interior display. NOW is the very best time to send us that order.

This Summer Show



ROSE'S LIME JUICE

Pleasing — Nourishing — Non-Alcoholic. Held in high esteem for over 50 years. Leading today.

You can also order the following from us — Imported



English Malt Vinegar, in glass; Sardines, French Olive Oil, Custard Powders, all Flavors; Health Salts, Ground Rice, Rice Flour and Potato Flour.

Holbrooks, Ltd.
Toronto and Vancouver

X-X-X
PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co.
(Chemical Department) **Limited**
SMITH'S FALLS, ONTARIO

Navel Oranges

Nova Scotia and Georgian Bay Brand Apples

Tomatoes

Get in touch with us to-day

Lemon Bros.
Owen Sound
Ont.



Economical Food Dessert

Junket Tablets are advertised in the leading Magazines and Journals for making economical food desserts with great possibilities for variety. And Junket is wholesome and delicious! All physicians and nurses have long known and used

Junket
MADE *with* MILK

This great number of uses provides many sales — in almost every home.

Can you afford to be without this product? Will you say you haven't it when asked to supply Junket Tablets?

Get acquainted with the 10-Tablet package that retails at 12c, with a good profit. Ask your jobber, or write.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

We always have a few carloads of
2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

KLIM
IN POWDER FORM

Avoiding Milk Waste

No article of food affords more opportunity for waste than liquid milk. It is susceptible to heat and cold. Dust and dirt make it unpalatable. It turns sour within a few hours.

All milk waste can be avoided when Klim is used. Klim is pasteurized, separated milk in powder form. It is absolutely pure and 100% food value. It is packed in sanitary, air-tight one pound and ten pound tins. Keeps fresh and sweet indefinitely. Not affected by heat or cold. Can be used dry with flour, sugar, etc., or dissolved in water for use as liquid. Klim has the milk flavor unchanged.

The demand for Klim will be big this Summer. Order your stock now from your wholesale.

CANADIAN MILK PRODUCTS LIMITED

10-12 St. Patrick St., TORONTO
10 Ste. Sophie Lane, Montreal

Also stocked by: W. H. Escott Co., Ltd., Winnipeg, Calgary, Edmonton, Regina and Kirkland & Rose, Vancouver

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. - - MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

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SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 40
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 2[illegible]
Diamond, ¼'s, 6 and 12-lb. boxes	0 2[illegible]
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 20
Chocolate Confections—	Per doz
Maple Buds, 5-lb. boxes	$0 3[illegible]
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 7[illegible]
Almond nut bars, 24 bars, per box	0 95

Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.





And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of PEERLESS OXBLOOD PASTE.



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes

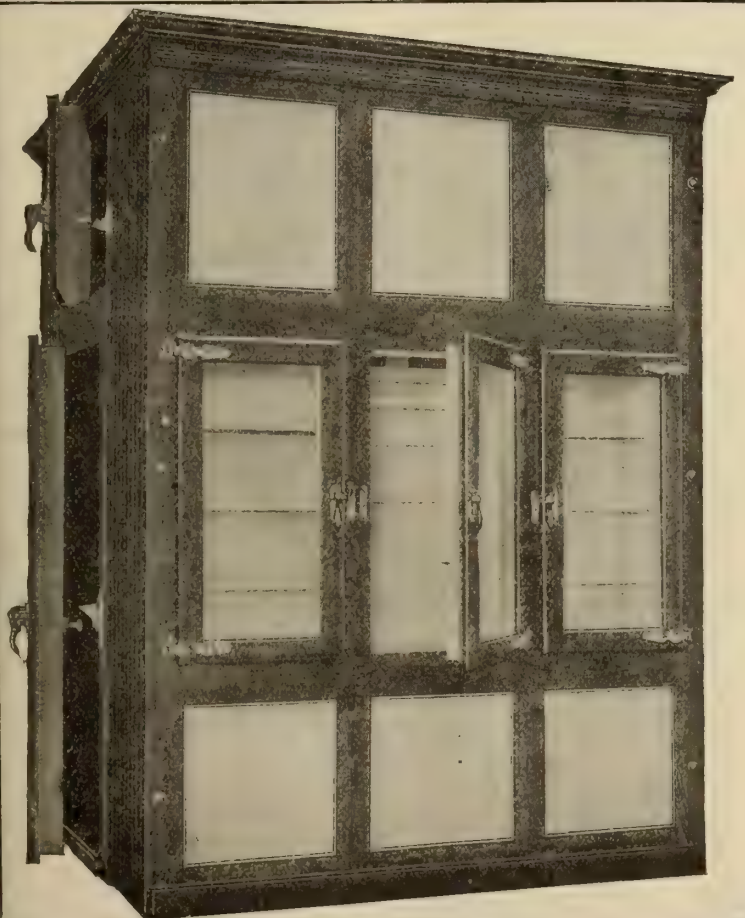


RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.



Let this be your

(*Perishable*)

Food Controller

The proper preservation of your perishable food supplies is a subject worthy your most serious consideration. After 30 years' practical experience we can safely assert that the

Eureka

to-day represents the very utmost in Scientific Refrigeration.
The Eureka Patented Refrigerator is so constructed that it keeps Fresh Meat (in an unfrozen state) longer and purer than any other refrigerating device yet discovered.
Our catalog will describe each model in detail. We have one that would just suit you.

Write us. No obligation at all.

Eureka Refrigerator Co., Ltd.

11 Colborne Street, - TORONTO

Phone Main 556

Branches: Jas. Rutledge, 2608 Waverly St., Montreal; J. H. Galloway, 194 Main St. E., Hamilton; Geo. Bonnycastle, Winnipeg; Walter Woods & Co., Winnipeg, Man.



The grocer who features

BRUNSWICK BRAND SEA FOODS

is building a good business for himself and giving best service to his customers.

The quality of Brunswick Brand is always a certainty of come-back selling.

Note our list below.

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.



¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams
Scallops



CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ....
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can ...
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans.	8 45
Silver Cow, each 48 cans.....	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans...	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.....	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size. per doz.	1 85

W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, $4.45.
Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $4.25; 2s, $8.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.25.
Boneless Pig's Feet—½s, $2.90; 1s, 4.95; 2s, $9.25.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves—½s, $2,40; 1s, $4.45.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $3.95; 2s, $7.75.
Mince Collops—½s, $1.95; 1s, $3.70; 2s, $6.45.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.45; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $8.75; 6s, $26.
Irish Stew—1s, $3.45; 2s, $5.45.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.15; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.
Lunch Tongue—½s, $4; 1s, $8; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Mince Meat (Tins)—1s, $3.25; 2s, $4.95; 5s, $13.50.
Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85. With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Clark's Chateau Chicken or Tomato Soup, $1.65; Vermicelli-Tomato, $1.65.
Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, $1.25. No. 1, asorted case, $1.35; No. 2, assorted case, $1.35.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20. Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.
Lambs' Tongues—½s,
Chili Sauce (red and gold label)—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $1.95.
Ham and Veal Pates—½s, $1.95.
Smoked Geneva Sausage—½s, $2.85.
Pate DeFoie—¼s, 75c; ½s, $1.40.
Lunch Tongue in glass—1s, $9.95.
Ox Tongues in glass—1½s, $14; 2s, $17.
Brisket Beef in glass—1s, ...
Chicken Breasts in glass—½s, $9.95.
Sliced Smoked Beef in glass—¼s, $1.75; ½s, $2.75; 1s, $3.45.
Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c; ½s, $1.40.
Meats, assorted—¼s, 80c; ½s, $1.45.
Clark's Peanut Butter (glass jars)—¼s, $1.45; ½s, $1.95; 1s, $2.45.
Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.
Clark's Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s, $3.50.
Fluid Beef Cordial—20oz. bottle, $10; 10oz. bottle, $5.
English Plum Pudding—½s, $2.45.
Smoked Sausage, Vienna Style—½s, $2.85.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40

	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75



Customers Appreciate being Answered Promptly

The merchant that gives particular attention to telephone calls and who answers promptly and pleasantly is bound to increase his trade, for he gains the good-will of his customers.

The Bell Telephone Co. of Canada

"Good Service . . . our true intent."





PURITY FLOUR

(GOVERNMENT STANDARD)

is a "Government Standard" brand you can and **should** recommend for every baking need. It is guaranteed to be the best flour that care and science can produce in accordance with the new milling regulations.

Purity Flour (Government Standard) is now being extensively advertised in the leading newspapers and magazines throughout Canada. Make this advertising **your** advertising by stocking, displaying and pushing this pure, wholesome flour.

SPECIAL: The recipes contained in our Purity Flour Cook Book are recommended for the successful use of the New Purity Flour (Government Standard).

Western Canada Flour Mills Co., Limited

Toronto, Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.



EVERY TIN IS GUARANTEED

EASTERN BRAND LOBSTERS

If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited

CORISTINE BLDG., MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

WETHEY'S MINCE MEATS

WHETHER IN

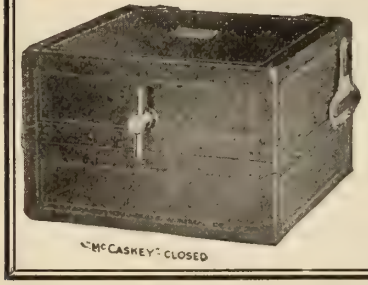
Bulk or Cartons

ARE THE

Best Values on the Market

Order from your jobber

"McCASKEY" ACCOUNT SYSTEMS



For Every Business.

Send for booklet —

"A Credit Plan That Works."

McCASKEY SYSTEMS, LTD.

245 Carlaw Avenue
TORONTO

Salesmen Wanted

Men who have worked up a connection with the trade are far more valuable to you than inexperienced men. The way to locate them is through your trade paper because wide-awake salesmen read it. When in need of salesmen use the Want Ad Page; the rates are 2 cents per word first insertion and one cent per word for each subsequent insertion, a charge of 5 cents extra is made for Box Number to cover cost of forwarding replies.

JELL-O

GENESEE PURE FOOD CO.

Assorted case, 4 dozen	$4 00
Lemon, 2 dozen	2 00
Orange, 2 dozen	2 00
Raspberry, 2 dozen	2 00
Strawberry, 2 dozen	2 00
Chocolate, 2 dozen	2 00
Cherry, 2 dozen	2 00
Vanilla, 2 dozen	2 00

Weight 4 doz. case, 15 lbs.; 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS.

Assorted case, 2 dozen	$2 70
Chocolate, 2 dozen	2 70
Vanilla, 2 dozen	2 70
Strawberry, 2 dozen	2 70
Lemon, 2 dozen	2 70
Unflavored, 2 dozen	2 70

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	**Cents**
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
30 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11½
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13
100 lbs., kegs, Silver Gloss, large crystals	.11
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11½
40 lbs. Canada Pure Corn	10½
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.15

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches— Canada Laundry	$0 09½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss— 1-lb. fancy carton cases, 30 lbs.	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	..
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup 2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	8 00
½ barrels, per 100 lbs.	8 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	**Doz.**
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.60
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

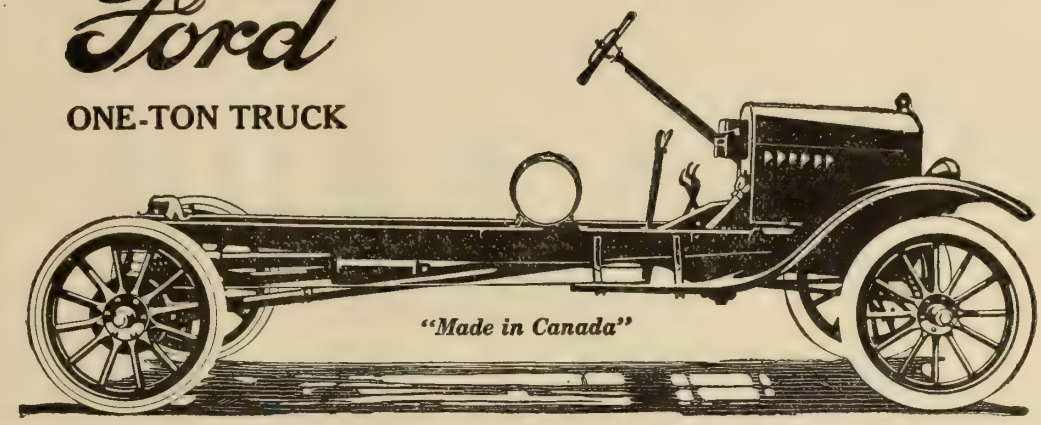
IMPERIAL TOBACCO CO. OF CANADA, LIMITED EMPIRE BRANCH

Black Watch, 8½s, lb.	$ 0 65
Bobs, ⅛s	0 64
Currency, 8s	0 62
Stag Bar, 8s, boxes 5 lbs.	0 61
Pay Roll, thick bars, 1-10s	0 80
Pay Roll, plug, 10s and 6-lb. caddies	0 80
Shamrock 9s, ½ cads., 12 lbs., ¼ cads., 4 lbs.	0 70
Great West Pouches, 10s, 3-lb. boxes, ½ and 1-lb. lunch boxes	0 80
Forest and Stream, tins, 12s, 2 lb. cartons	0 93
Forest and Stream, ¼s, ½s and 1-lb. tins	0 95
Forest and Stream, 1-lb. glass humidors	1 15
Master Workman, 10s, 2 lb. cartons	0 80
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	0 70
Derby 8½s, ½ butts, 8½-lb. boxes	0 70
Old Virginia, 10s	0 87
Fig Leaf, 8s	0 64
Old Kentucky (bars), 6½s, boxes, 6 lbs.	0 80
Queen's Navy (bars), 6½s, 5½-lb. boxes	0 72

For Ton Trucking Purposes

Ford

ONE-TON TRUCK



BUSINESS men everywhere who have hauling or delivering problems to consider—whether operating a wholesale business, a retail store, or a farm—will welcome the arrival of the Ford One-Ton Truck.

PRICE

$750

F. O. B.

FORD, ONT.

Supplied as chassis only

Heretofore, the Ford user who wanted to carry loads up to a ton found it necessary to get one of several special attachments or extensions which were on the market. Now the standard Ford truck is available—a car that can withstand the drudgeries of commercial use, and yet lacks superfluous weight, and is easily handled.

The truck differs from Ford passenger cars in that it is specially designed throughout in proper pattern and strength for heavy-duty service. It has a final drive of the worm gear type, so that all gears are enclosed. Rear wheels are equipped with solid tires. Front tires are pneumatic. Standard Ford motor, transmission and ignition.

The largest truck and automobile company in the British Empire, with an organization of more than 700 Canadian dealers stands back of every Ford truck purchased.

See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario

Help our Boys to Victory by featuring such delightful sea foods as

CHICKEN HADDIES

REGISTERED

(Lily Brand)

Encourage your customers to conserve the necessary foods for our armies overseas. Victory for our gallant lads will depend to a very great extent on what each and every one of us will do in the way of "substituting." And the element of hardship is entirely eliminated where such delightful meat substitutes as *CHICKEN HADDIES* are concerned.

For *CHICKEN HADDIES* are truly delightful and customer-pleasing in the extreme. Added to which they are exceptionally economical—no waste whatever—eatable right down to the very last morsel.

CHICKEN HADDIES come to you in cases of 48-lb. cans. Wholesale Grocers everywhere are now handling the new pack. Order a case or two to-day and see how well they'll sell.

CHICKEN HADDIES will help you to a bigger share of the Fish Demand.

Maritime Fish Corporation Limited

Head Office and Sales Dept.
MONTREAL

Plants at CANSO, N.S.
and DIGBY, N.S.

TEA MARKET

The possibility of the shipping situation becoming more acute during the next few weeks should suggest generous ordering now on the part of the retail trade.

Our prices on stocks are lower than import quotations at present.

We carry over 140 different grades of Tea and can satisfactorily fill the particular requirements of your trade.

Our long experience in buying and blending enable us to guarantee *satisfaction or return at our expense.*

Correspondence Invited.

KEARNEY BROS., LIMITED

Wholesale Tea and Coffee Merchants

33 ST. PETER ST. **MONTREAL**

HOLIDAY GOODS

Bananas, Peanuts, Oranges, Pineapples, Strawberries, Cabbage, Beans, Cucumbers.

We handle everything worth while in Fruits, Vegetables, Candies, Gum. May 24th is getting close. We can supply you with your holiday needs. Let us have your orders early and avoid disappointment.

WRITE FOR OUR PRICE LIST

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

ORANGES

Extra Fancy California

Golden Orange Brand Navels

Seedlings, Mediterranean Sweets, St. Michaels, Valencias and Bloods.

LEMONS

Californias and Messinas.

GRAPEFRUIT

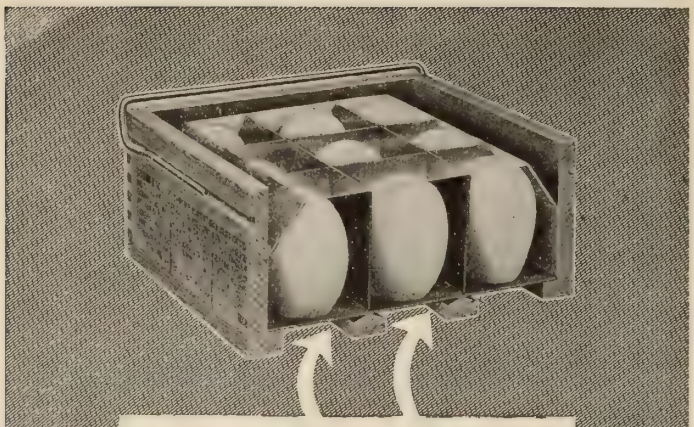
Florida and Porto Rico.

Bananas, Pineapples, Tomatoes, Cabbage and all other Early Vegetables.

HUGH WALKER & SON

Established 1861 **Guelph, Ontario**

If any advertisement interests you, tear it out now and place with letters to be answered.



See Those Edges!

That's what the perforated bottom board in *Star Egg Carriers* rests on. (We have cut a Carrier in two crosswise so that you could have a better view.) It's this patented *Star* construction that allows for the necessary "spring" or "give" which protects eggs in filling as well as delivery in

STAR EGG CARRIERS

If you are not now using *Stars* write for our booklet No. 210. *Today.*

STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay Street Rochester, N. Y.

HEINZ

Baked Beans

one of the

57 Varieties

HEINZ Baked Beans are really oven baked, not merely boiled or steamed, and are wholesome, mealy and nutritious. They meet the demand of your customers for an economic, convenient food that gives the greatest nutritive value for the least expenditure of time and money. And their reputation for quality is already known to your trade through years of advertising.

H. J. HEINZ COMPANY

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE—BEST PAYING BUSINESS west of Edmonton. On G.T.R. R.R. Sawmill town. $35,000 monthly pay roll. Stock in trade, $16,000. Store, house and lot, $6,000, turnover, $48,000, netted last year $6,500, paying net 13½% on turnover, 22½% on investment. Sell cash only. Owner has other interests requiring attention. Apply Box 300, Canadian Grocer.

CASH AND CARRY GROCERY — STOCK about twenty-five hundred — weekly sales nine hundred; low rent. Come and see this money maker. Reason for selling poor health. Harry C. Marlatt, Box 352, Simcoe, Ont.

WANTED

GROCERY CLERK WANTED AT ONCE. Apply to Hennessy & Racicot, Copper Cliff, Ont.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

WANTED — CASH REGISTER. MUST BE total adder. Give full particulars. Apply to Box 301, Canadian Grocer.

WANTED — EXPERIENCED SALESMAN TO work in large general store in one of most prosperous country sections in Nova Scotia. Apply, stating age and experience, with references, to Box 304, Canadian Grocer.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

MISCELLANEOUS

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad. page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¼-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF



Don't Be In Doubt About Your Money

We can collect those bills outstanding and make your ledger look like something, something that you will look with satisfaction on.

No Collection. No Fee

Send for forms and give us a trial. Highest recommendations.

Nagle Mercantile Agency
Westmount, P.Q. (Montreal)



TANGLEFOOT



The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Prescott PAPER Baler

Strongest, simplest, most efficient and easiest to operate—Full particulars from SPIELMANN AGENCIES RGD
45 St. Alexander St., Montreal.

WRITE TO-DAY



PAPER BALERS

All-Steel "Fireproof"
Made in 12 sizes.
Send for catalog.
Climax BalerCo.
Hamilton Ontario

15 cents VOLPEEK

MENDS POTS & PANS



Advertisements in "The Maritime Farmer," "Family Herald and Weekly Star," Montreal "Weekly Witness," "Le Journal Agriculture," "Everywoman's World," "Rural Canada," "MacLean's Magazine," "Farmers' Magazine," "Canadian Home Journal," "Farmers' Advocate," "The Ottawa Farm Journal," "The Western Home Monthly," "The Grain Growers' Guide," "The Farm and Ranch Review," and "The Nor'West Farmer" and other magazines are telling YOUR customers that VOLPEEK is the cheapest, quickest, most permanent means of mending pots and pans. This means business to merchants who are prepared.

H. NAGLE & CO., Box 2024, MONTREAL

KING GEORGE'S NAVY

CHEWING TOBACCO

Is made to sell and it does

King George's Navy Chewing Tobacco sells because its quality meets with the approval of hard-to-please "chewers."

If you are not yet selling King George's Navy you should begin to sell it immediately. The demand is good and the profit margin is big enough to make an effort worth while.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper

Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

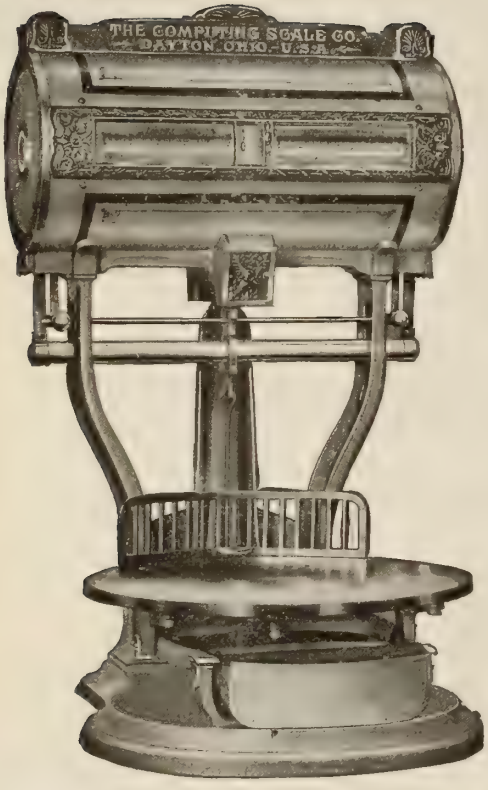
Walter Woods & Co.
Hamilton & Winnipeg

DAYTON

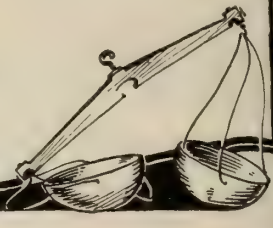
Automatic Scale

The modern scale of Justice





WE gave the world the first and only distinctively successful automatic scale of the price-indicating type, and brought its merit to a standard of perfection never before realized and never even successfully copied. The modern, sensible method to guarantee yourself all your profits to the fraction of a cent is to use the Dayton Automatic Scale. It is just, both to the grocer and to his customer.



Remember every time you give over-weight without charging for it, you are robbing your own family. Your expenses go on just the same—clerk hire, store hire and wholesaler—all must be paid. The only man who suffers through giving over-weight is yourself.

Let us send you our latest illustrated folders and price lists.

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, MAY 17th, 1918 No. 20

The Grocer's Favorites
for more than half a century

BENSON'S
CORN STARCH
AND
"SILVER GLOSS"
LAUNDRY STARCH

Manufactured by
The Canada Starch Company, Limited
MONTREAL CARDINAL FORT WILLIAM

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

Mr. Northern Ontario Grocer

If You were an Artillery Officer in France

in charge of a field battery and needed ammunition. Needed it in a hurry and told them so. Waited and waited, with things getting worse every minute. Sent in a hurry up order and were told that your order was being filled from supplies held about 250 miles down the line. Wouldn't you fume? Knowing that right back of your position was a big supply of everything you needed. That your order, if filled from that stock, would arrive in time to save the situation.

Your Business is Like That Field Battery

And one of our warehouses is right back of your position. Are you using it? Or are you waiting for supplies to be brought up at least 250 miles over lines disorganized by scarcity of trained labor and an unprecedented congestion of freight?

In addition to unrivalled service we offer you minimum freight rates, a saving of cartage charges, prices which invite comparison and stocks equal to your demands.

Phone Free to Buyers

National Grocers Limited

North Bay **Sudbury** **Sault Ste. Marie**

Borden Milk Products

are made from Canada's Finest Milk



Borden Factories are strategically located in the very finest dairy sections, where the very finest milk of the best herds of cows is always available. Then come the rigid Borden regulations, which control the quality of the milk, the handling, the delivery of the milk to the factory, and the processing there. Nothing is left to chance. Keen scrutiny and untiring vigilance are the watchwords of the Borden Organization. And the result—Milk Products as perfect and as customer-pleasing as the art of man can produce.



It is this perfection, this unstinted goodness, that has popularized the Borden lines and produced a big and growing demand for the Canadian grocer to supply. Replenish your stock. Here's the list:

Eagle Brand Condensed Milk, Borden's (St. Charles) Evaporated Milk, Borden's Reindeer Condensed Milk, Borden's Coffee and Borden's Reindeer Cocoa.

Borden Milk Co., Limited

Leaders of Quality

Montreal

Branch Office: No. 2 Arcade Bldg., Vancouver

If any advertisement interests you, tear it out now and place with letters to be answered.



Get a-Package of Knox Gelatine Into Every Order!

Women know Knox Sparkling Gelatine is one of their best friends—absolutely pure, easy to prepare, inexpensive itself and a help in preparing dozens of economical desserts and other dishes. If you'll learn to look at every woman who enters your store as a prospective customer for Knox Gelatine, and *suggest* it to her, you'll be able to get it into nearly every order.

"Every Package Pays a Tidy Profit"

Charles B. Knox Gelatine Company, Inc. **Johnstown, N. Y.**

BRANCH FACTORY, MONTREAL, CANADA

MARSH'S GRAPE JUICE

There is no better temperance beverage selling to-day than this delicious Concord Grape Juice. Show it in your displays.



Five case lots or more prepaid to any point in Ontario or Quebec.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents—
MacLaren Imperial Cheese Co., Ltd.,
Toronto, Ontario
Rose & Laflamme, Ltd.,
Montreal, Que.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S



CHATEAU
BRAND
CONCENTRATED



SOUPS

FOURTEEN KINDS
EACH PERFECT IN FLAVOUR

The purest ingredients only are used in their preparation and the quality is guaranteed.

PROFITABLE TO YOU.
ECONOMICAL TO YOUR CUSTOMER.
PLEASING TO THE CONSUMER.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Save Sugar and Ships

By using more Brown Sugar and less Granulated you will release much extra tonnage in ships for the use of the Allies for carrying men and supplies overseas. This will be a patriotic duty and help win the war.

Royal Acadia Sugars—Highest Purity.

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

THREE SIZES.

½	lb.,	per	doz.	-	$ 2.30
1	"	"	"	-	3.80
3½	"	"	"	-	11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited

TORONTO

Made by BROOKS BARLEY COMPANY, Boston, Mass.

We Grow - We PACK - We Sell

Arrangements are now perfected giving us our own packing plants in the heart of the prune and apricot growing districts of California. This is just one more progressive step insuring a control of adequate packing facilities and the absolute standardization of

Sunsweet

quality. Place your orders now for Sunsweet. To both dealer and consumer it represents the dominating brand of dried prunes and apricots.

California Prune and Apricot Growers, Inc.
Main Office, San Jose, Cal.

A co-operative growing, packing and marketing association embracing more than 5,000 growers engaged in this industry in California.

Canadian Representatives
Sainsbury Bros.

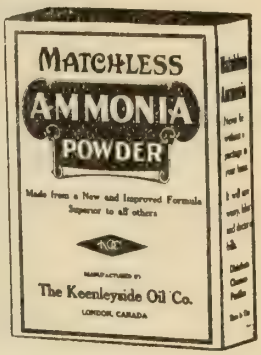
Board of Trade Bldg.
Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

Licensed as Wholesale Grocers

You can always count on a good demand for

MATCHLESS AMMONIA POWDER



Here is a really dependable customer-satisfying Ammonia that produces quick results and never injures the skin—even the most sensitive.



So that you can recommend *Matchless Ammonia* to every woman and count upon her coming back for further supplies.

Matchless Ammonia is a big, lively seller wherever shown. Keep it displayed. There's a wide margin for you on every sale.



Some of Our Other Lines

Starches, Corn Syrup,
Sauces, Vinegars,
Toilet Soap, Chip-Soap,
Laundry Soaps, Soap Powder
Sal Soda, Epsom Salts,
Ocean Blue, Oleomargarine,
Red Cross Bouillon Cubes,
Holbrook's Sardines,
Klim, Talcum Powder,
and General Grocery Staples





Our License Number as wholesale grocers is No. 6—320.

We can also supply you with Best Corn Starch and Liberty Gloss Starch in bulk or packages. We pay freight on 5-case lots. We are licensed as wholesale grocers.

Let us quote you on your requirements

The Keenleyside Oil Co., London, Ontario

Western Distributors: THE H. L. PERRY CO., Winnipeg
(WHOLESALE GROCERY DEPT.)

Bristol, Somerville & Co.,

[Formerly Geo. E. Bristol & Co.] **Hamilton**

Due to the embargo on Broom Corn it is quite hard to keep stocked up on brooms. We have a good selection. See our travellers.

Bristol, Somerville & Co.



Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co., **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

The fact that Furnivall Fruit Pure Jams have consistently maintained their quality reputation with particular people is sure evidence that Furnivall quality is indeed superior. If you are not now selling the Furnivall lines we suggest your beginning immediately.

A trial will convince you.

FURNIVALL-NEW, Limited

Hamilton, Canada

A little investment that will lead to big profits!

To put a box of Cobban's Herb Tablets on your counter is a matter of a very small investment, but it may open the way to a new and large source of profit.

COBBAN'S HERB TABLETS

are being well advertised and meet with ready sale. They are a new and better form of the old reliable herbal remedy in the shape of tablets. They do what is claimed for them, consequently are good "REPEATERS." Will please your trade. Packed in counter display boxes of one dozen cartons. Sold retail at 25 cents a box of 50 tablets, and every box guaranteed. Your profit is liberal. Write for our dealer proposition and get some of the business.



Muncey Supply Co.
Muncey, Ont.

Maclure & Langley, Toronto, Distributors for Ontario.
Watson & Truesdale, 120 Lombard St., Winnipeg, Distributors for Canadian North-West.
Robert Gillespie Co., Vancouver, Distributors for British Columbia and Alberta.

The 24th of May you will need ample supplies of

HOLIDAY GOODS

Strawberries
Bananas, Oranges
Apples, Peanuts, Candy

Let us have your order for the best

Also daily arrivals of fresh southern vegetables

Tomatoes
Cucumbers, Cabbage
Carrots, Beets, Beans
Peas, Asparagus, Celery, Etc.

Everything in Fruits and Vegetables. Order from Our Nearest Branch

DUNCANS LIMITED

North Bay, Ontario

Branches :

Sudbury **Cobalt** **Timmins**

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S
DOG CAKES
Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.



Pack Eggs Now for Winter Use

Preserving Eggs for Home Use

(Taken from Government Recipe)

KIND OF EGGS.—Fresh and clean. Do not use eggs that float. When eggs are slightly soiled, remove such stains with cloth dampened with vinegar. Do not pack dirty eggs under any circumstances.

WATER GLASS METHOD.—1 quart Solium Silicate (Water Glass) and 9 quarts water that has been boiled and cooled. Place mixture in 5-gallon crock or jar. This is sufficient to preserve 15 dozen eggs. Larger amounts in proportion. Jars should be thoroughly clean and scalded. Allow 2 inches of solution to cover eggs. Place jar containing eggs in a cool, dry place. Jars should be well covered to prevent evaporation. Waxed paper covering and tied around top will answer. It is not advisable to use Water Glass Solution the second time.

Show these crocks to your customers, just the thing for packing eggs. Should be a big seller right now. Write for folder showing complete line and prices.

The Toronto Pottery Co.
LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Nothing Better Could Be Produced Than

"DANDEE" PEANUT BUTTER

Purity and Satisfaction Guaranteed.

Litster Pure Food Co.
Limited
TORONTO

Wonderful SOAP
SAFE SURE SPEEDY

The repeat selling that characterizes Wonderful Soap should warrant it a place in every Grocer's displays. Wonderful Soap always satisfies and there's a neat margin on every sale.

A Leader, "Crystal Soap Chips."

Guelph Soap Co.
Guelph, Ont.



Canada's Best Will Stand The Test

For years Windsor Salt has stood every test for Purity, Quality and Savour.

It is the standby in almost every home—just as it is sold by practically every grocer.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

We always have a few carloads of
2's and 2½'s

CANNING SHOOKS

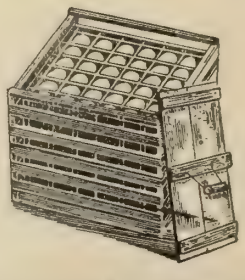
ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

EGG CASE FILLERS AND EXTRA FLATS

For 30 Doz. Egg Cases



And For 12 Doz. Egg Crates

This is the 12 Dozen Crate

THE MILLER BROS. CO., LTD., 20-38 Dowd St. Montreal, Que.

H.P. SAUCE

is British absolutely.

You can offer H.P. to your customers with every confidence.

H.P. is pure and wholesome—a blend of the choicest Oriental fruits and spices and pure malt vinegar.

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler

169 William Street, Montreal, Quebec

for particulars and advertising matter.

MADE IN CANADA

Taylor & Pringle Co.

Limited

OWEN SOUND, ONTARIO

MANUFACTURERS OF

Pickles, Catsup, Sauces, Vinegar, Cider, etc. Queen Quality Pickles, Universal Fruit Sauce, Paragon Pickles, Catsup Relish.

Taylor & Pringle's Products are Good Products

CANADIAN DISTRIBUTORS:—The MacLaren Imperia Cheese Co. Ltd., Ontario, Quebec and the Maritime Provinces. Maclure & Langley Ltd., Western Provinces. Ed. Cutmore, Brantford. Fearman Bros., Hamilton.

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

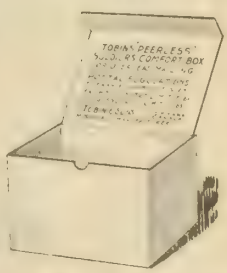
AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING

7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)

Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES.

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE **DISTRIBUTING** **FORWARDING**

When answering Advertisements please mention Canadian Grocer

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specializing in Shelled Peanuts"
Large stock always on hand

VANCOUVER, B.C.

Sell your product to the West through this House

Our long-established prestige is at your service. Our men are keen; they cover the Western field constantly. Nine of them do retail work exclusively. They'll get you quick results.

We will send you full particulars and any information at our disposal. Write to-day to

SCOTT-BATHGATE CO., LTD.
140 Notre Dame Ave. E., WINNIPEG



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WHOLESALE
GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Winnipeg Warehousing Co.
Winnipeg

Prompt and Efficient
SERVICE

Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.

WAREHOUSING
DISTRIBUTING
STORAGE

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

MANITOBA SASKATCHEWAN ALBERTA BRITISH COLUMBIA

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

This Space is Yours For $2.50 On Yearly Order

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS



IT'S THE REAL MACKAY

Are you selling
Mackay's Pearl Barley Flour?

It's the Canadian-made "Barley Food" that everybody is talking about. The ideal, easily - digested food for Infants, Invalids, Aged People and Nursing Mothers.

For flavoring soups and gravies it is without any equal whatever. **Dr. McGill, the Dominion Chemical Analyst at Ottawa, recommends MacKay's very strongly.**

Consumer advertising is boosting the demand. Get your share now. Order from your wholesaler or direct from

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada



AGENTS
Robt. Gillespie Co., Winnipeg and Vancouver.
Johnston Brokerage & Drayage Co., Sherbrooke, Que.

Show her how to save the eggs

Get your customers acquainted with the great economy of

CANADIAN EGG & BAKING POWDER

—a thoroughly dependable substitute for eggs in cake and pastry making.

First class results are always assured where Canadian Egg and Baking Powder is used.

Once the housewife recognizes how good and reliable this Egg and Baking Powder substitute is your stocks will quickly diminish.

The ECONOMICAL MILL
817 Laurier Ave., Montreal

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



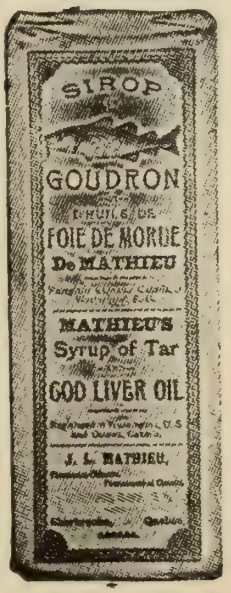
A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

PROFITABLE EXTRA BUSINESS

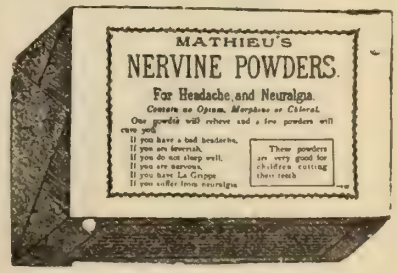
can be secured by every aggressive grocer who features the two dependable Mathieu remedies,

Syrup of Tar and Nervine Powders

These are lines you can recommend to every customer. The results they'll give will bear out your best recommendation.



J. L. MATHIEU
COMPANY
Sherbrooke Quebec



The Economy of QUALITY

Shirriff's is true economy because a little bottle will go farther than a larger bottle of inferior extract. Its extra strength makes it the least expensive money can buy.

Shirriff's *True Vanilla*

is made by our special one-year process, which gets out the last particle of goodness. And we use the best vanilla bean, the Mexican.



Best selling results come from this extract which combines true economy with quality. Will it not pay you to give Shirriff's a good showing on your shelves?

Write for particulars.

Imperial Extract Co.
Toronto

Barnes

Pure Concord Grape Juice

has proven its unparalleled popularity in countless grocery stores. The profits on sales are large enough to make a big selling effort worth while.

Are you well stocked with Barnes'?



The Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONTARIO

Are you stocked with BABBITT'S?



No live grocer should omit Babbitt's Cleanser from his displays.

Double value for your customers; good profits for you.

Tell her about the **Premiums for Trade Marks.**

WM. H. DUNN, LTD.
MONTREAL
Dunn-Hortop, Limited, Special Agents, Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

The sanitary sealed package appeals to the particular housewife.

The ASSAM economy appeals to the saving housewife.

The full, rich flavor appeals to the housewife who loves "good" tea.

Red Rose Tea has qualities that please everybody. It's no wonder grocers find it so easy to sell.



Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

DANGER AHEAD
GROCERS, BEWARE!

A recent enactment of the Ontario Government, dating May 1st, 1918, makes it imperative that every sale of Extracts and Essences made by Wholesale or Retail Grocers

Must Be Registered.

Infringement of this law means a **HEAVY PENALTY.** I have had printed at minimum cost a registration book which complies with the law in every respect. **Every Grocer** should have one at once. Don't delay. Special price for quantities.

Single copies, 1,000 registrations, 50c each post paid, cash with order.

T. H. LITSTER

38 FRONT ST. EAST - TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

We will send you one of these Handsome Show Cards FREE

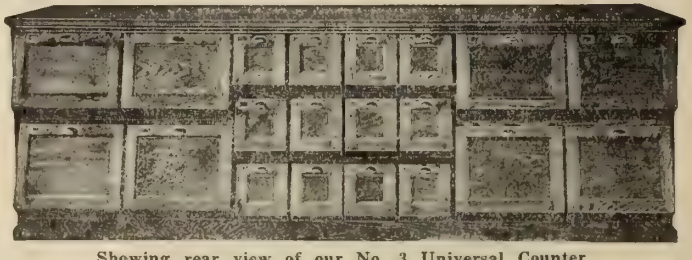


It will prove a welcome addition to your window display — and attract comment. Every article stands out prominently as **The Best that can be bought.**

MAGOR, SON and COMPANY, LIMITED

30 CHURCH ST., TORONTO Dominion Agents 191 ST. PAUL ST. W., MONTREAL

Yes, we know those stock arguments for **not** buying Walker Bin Equipment



Showing rear view of our No. 3 Universal Counter.

They are legion.

But stop a moment. Do they hold good to-day when you stack them up against the problem of labor shortage that confronts you and every other grocer in Canada?

Mark this—the Man Famine will be more pronounced in the near future.

What are you going to do about it? Mr. Grocer, the answer is labor saving equipment—Walker Bin Equipment.

Expensive? Well—they do cost you a bit more than the equipment of grandfather's days but get this fact—

Walker Bin Equipment will reduce labor required to serve your customers by 25 per cent.—one man out of every four—and it makes possible a far better service. Walker Bin Equipment will make money for you—you're losing the money that would instal it by your present methods.

It's up to you.

The Walker Bin and Store Fixture Company LIMITED

KITCHENER - ONTARIO

CANADIAN GROCER

Vol. XXXII. TORONTO, MAY 17, 1918 No. 20

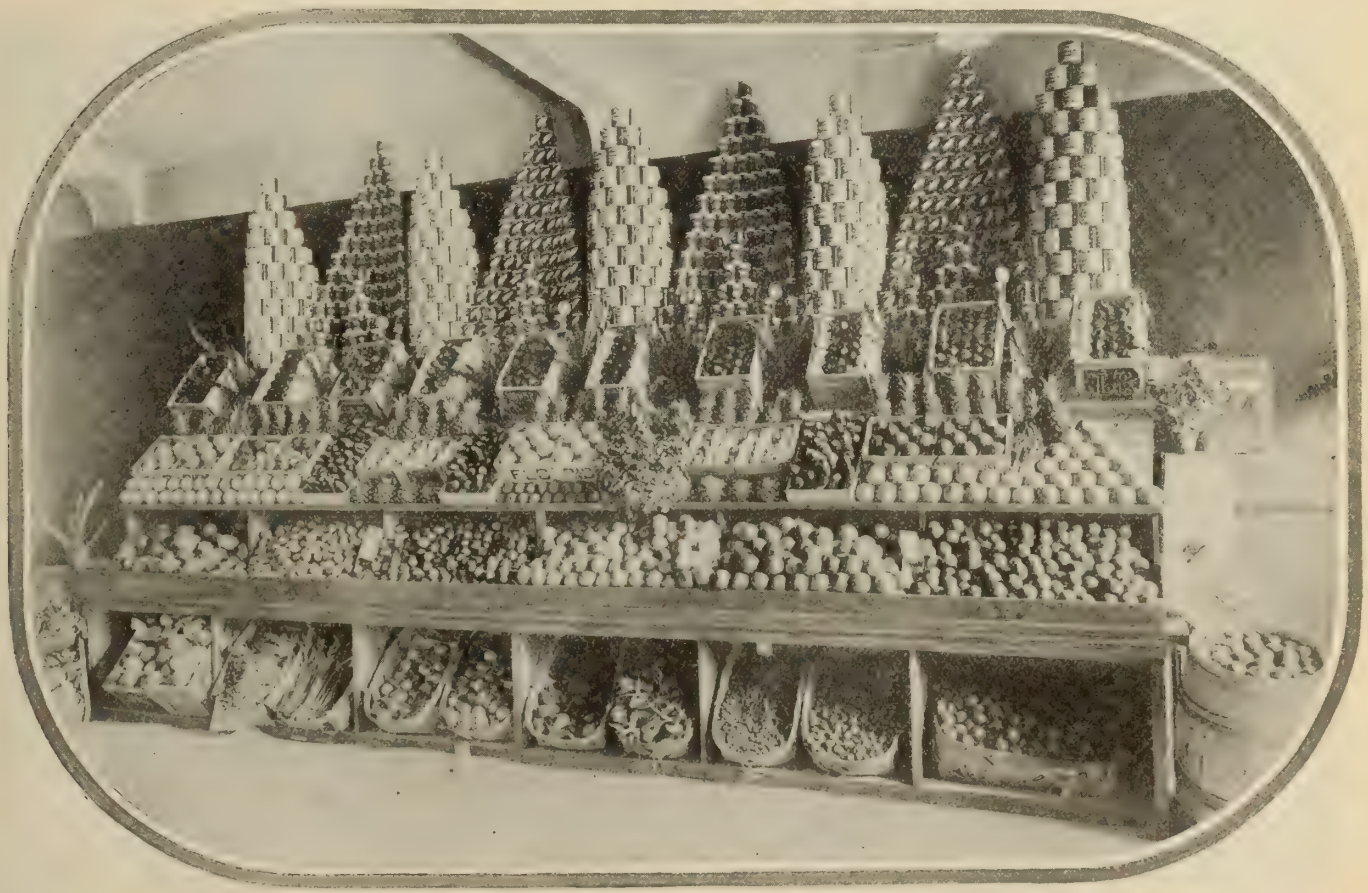
Adding a Fruit Department to the Store

How the West Toronto Firm of "Rowntrees" Has Added a New and Effective Department to Their Store, at Same Time Uniting Two Businesses—Materially Enlarging Store and Thus Making Its Appeal More Concentrated and Effective

OUT in West Toronto the firm of Rowntrees has developed into one of the large factors in the business activities of that section. Up to a short time ago the present store was operated as two distinct departments. The grocery and meat departments were in separate stores and under separate management. With the growing feeling, however, that the meat and grocery business are natural complements one of the other, there came the decision to unite the two stores, so that now the old distinction between W. Rowntree and Co., grocers, and Wm. Rowntree and Son, butchers, is merged into the simpler designation "Rowntrees." About a year ago the butcher store was remodeled upon the most modern lines with the most complete of refrigerating and display equipment. A little over a week ago the grocery department opened up a new section at the back of the store that almost doubles the capacity of the store proper. This is to be devoted mainly to the sale of fruits and specialties. "We've spent a good deal of money on the various changes to the stores," said Mr. Rowntree, "and some people might not think it a very good time for such expenditures, but we are looking toward a bright future, not a dark, and we expect that these expenditures are investments that will show a substantial return."

Good Days Ahead

In other words the Rowntree firm believes that good times are ahead, and are doing their best to cultivate them not only in the future, but right now. The addition to the grocery department is a case in point. The store was fairly crowded to be sure, but most merchants would have figured that this was the time to leave well enough alone, and would have let it go at that. This firm, however, decided to go ahead and enlarge the premises. There was a vacant section behind the store proper, opening on the side street, so all that was needed was to knock out the partition at the rear to practically double the available space of the store.



An interior fruit display arrangement featured by Rowntree & Sons at the opening of their new fruit department recently.

A Fruit and Vegetable and Specialty Department

Having obtained the necessary extra space there came the decision to make it a kind of special selling unit, and so it was decided to make rather more of a specialty than usual of fruit and vegetables, and to devote the major part of this new space to that use.

To call attention to the purpose of this department and to afford a method of advantageously displaying the fruit and vegetable stocks of the store a novel display device was arranged to provide the most unusual display pictured on this page.

The arrangement is simple enough. A row of bins for the orderly display of vegetables forms the bottom of the display, neat fixtures yet comparatively inexpensive.

Above these again are other bins bright with a variegated array of oranges and lemons and apples and grape fruit. Behind these again and rising in a pyramid are a series of wooden steps with fruit in boxes and cases spread around in profusion, and the whole surmounted by an elaborate display of bright colored canned goods.

Not a very extraordinary arrangement, the average reader may say, but if the average reader were to step into the Rowntree grocery department, and at the end of the long vista of the store see this mammoth display of fruit brilliantly lighted by powerful electric lights at night, and by a large side window in the daytime, they would think of it as something very much out of the ordinary. It is unquestionably the dominant object in the store, something that leaps out at the customer the moment she enters and unquestionably focuses the attention on this one object and makes it a very effective selling argument and one that is not likely to be overlooked by any visitor to the store.

Specializing in Fruit

This matter of having a special section of the store given over to a greater or less degree to the specialized selling of the profitable lines of fruit is expected by the firm to have a very encouraging effect on this particular item of business. Most stores are hampered by having no display facilities for fruit. It has to be scattered around here and there and everywhere among displays of other merchandise and therefore one of the greatest forces of the display is lost, with the result that the fruit business is in a great measure drifting into the hands of the fruit stores who have the room to display it attractively.

The Rowntree store is strong on the matter of display as all three photos will amply demonstrate. They make a feature of it. In the meat department refrigeration counters were put in to permit the display of perishable lines, and in the grocery end attractive display cases are everywhere for the better showing of the store's goods.

Uniting the Two Stores

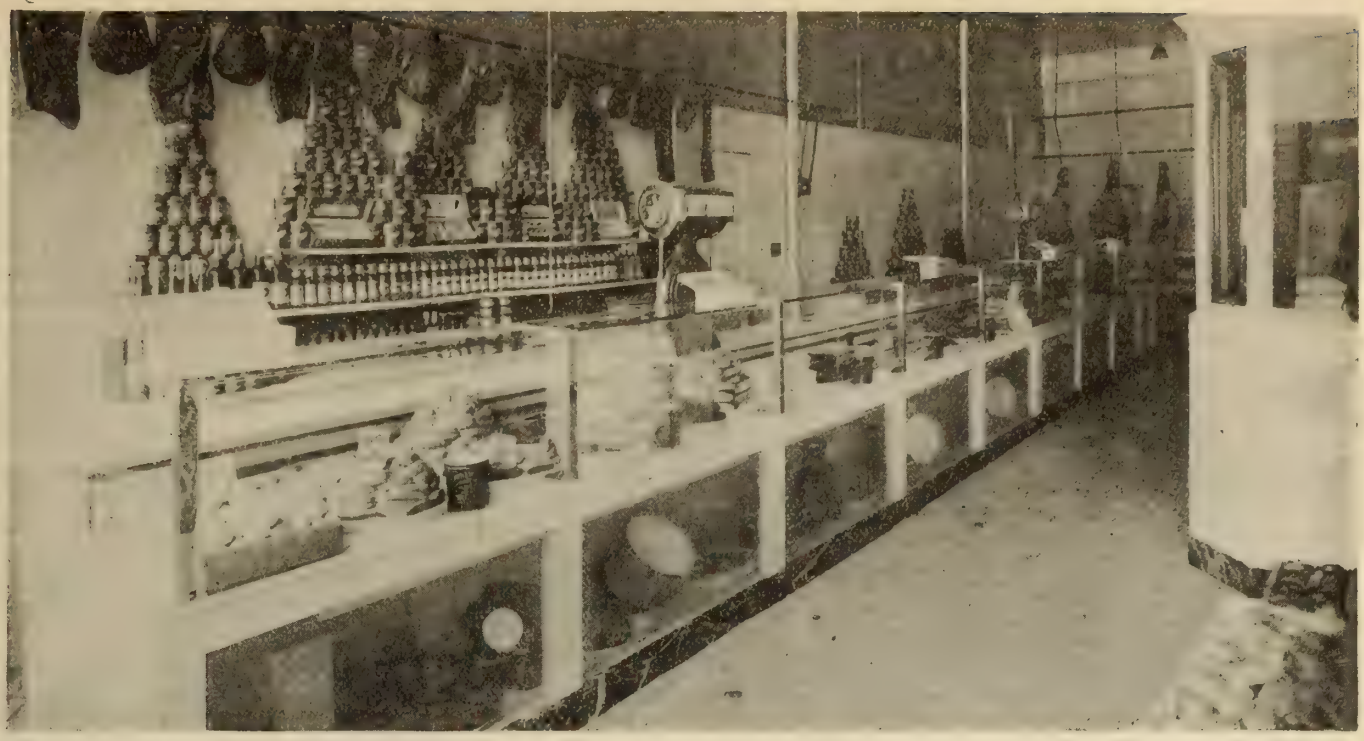
With the change from the system of separate stores, a large archway was broken through between the two premises, at the front of the store, so that now any customer entering one department will be brought face to face with the complementary department. This has worked to the advantage of the store already and is expected to be a still more important factor as the public begins to realize the completeness of the service that the store is giving to its customers. Circulars are sent out weekly to the surrounding section calling attention to the two departments and accustoming the public to the idea of the united store. These have already born fruit. Customers of the meat department have begun to deal with the grocery department, and the meat department has also felt the effect in an improved business from the customers who formerly dealt only with the grocery store.

In the grocery department C. Weeks, who has been associated with the store for a considerable time past, is responsible for the arrangement and display and every care is given to make it an effective business builder. The addition of the new section has given another large display window, that is devoted especially to fruit and which at the same time brilliantly lights the rear section of the store.

The change in the arrangement has certainly added materially to the appearance of the store, and the combining of the two departments should certainly result in a lowering of expenses and at the same time in a marked improvement in service.



The Grocery Department of the Rowntree store prior to the addition of the new section. The partition shown in the photo to the rear has been removed and the new department is a con inuation of this store.



One side of the butcher department of the Rowntree & Sons store showing the thoroughly modern refrigerated counters that extend around three sides of the store.

Why Should the Grocer Work in the Dark?

Orders-in-Council Not Self-Explanatory and No Authority is Willing to Give an Interpretation—Many Difficulties Facing the Trade and no Answer Forthcoming

THE Orders-in-Council at present in operation are becoming a serious factor to the grocer. In many lines he is limited in stocks, in sales and in quality of goods. That is a serious enough difficulty, but one that everyone realizes may well be a necessity. The merchants as a whole are honestly and earnestly trying to do their best to live up to the letter of the law. But to do so they need assistance. The orders are well enough as enunciations of general principles, but they don't answer the questions that face the grocer from day to day.

Some Questions

Here, for instance, is a letter just received:

"In this town there are three stores handling flour. A farmer with a small family comes in and asks to buy five bags flour. All three refuse to let him have more than one bag. Off he goes to another dealer a few miles away and buys five bags and has it shipped in to him by train. Now what is a person to do? If we report this case what happens? First, we make trouble for ourselves and others; second, we lose this man's trade in other lines and we lose other trade as people are against the restriction. Can you see any way that we can hold our trade and live up to the law?"

Here is a definite question that apparently cannot be answered. Three merchants who obey the law are bound to lose, one who disobeys the law will in all probability not suffer any punishment. In all probability, too, that merchant had no intention of disobeying the law, but was simply ignorant of its meaning. Or take another case, a Toronto merchant phones CANADIAN GROCER that a customer of his is returning two 98-pound bags of flour. These are white flour that under the law he may not sell. What is he to do? Why should it be necessary for this merchant in obeying one regulation of the Food Board to put himself in the position of infringing another? Why should he not be told what to do?

An Authority on Definite Points Needed

There is a large staff of officials at Ottawa engaged in the work of the Canada Food Board. There is a costly little periodical known as the Canadian Food Bulletin that is full of little theoretic essays on how to conserve things, but there isn't an official apparently who can give an answer to a simple question, and there isn't an inch of space in this bulletin to give to the public any interpretation of the many difficult problems raised by the multitudinous Orders-in-Council.

The grocery trade should not be forced into a position where they must interpret these problems correctly or be in the class of law-breakers. The Canada Food Board could surely spare the time to make some of these points clear. Enquiries from this office addressed to the Board propounding definite questions have been met by a pleasant noncommittal little note enclosing a copy of the regulations. But where in the regulations governing the sale of flour will there be found an answer to the two questions noted above? The trade needs some source of information. Surely that is not a large thing to ask considering the way in which the business of the grocery trade has been affected. Now

(Continued on page 22.)

THE WISE MEN FROM OTTAWA

In a recent Canadian Press despatch dated at Ottawa there appeared an item from the Canada Food Board that concluded as follows:

"Apparently there has been some misunderstanding as to the use of the expression "cane sugar." This includes all sugars made from sugar cane or sugar beets; the expression "beet sugar" being a popular name for cane sugar made from beets."

It may be that when the Canada Food Board speaks of "cane sugar" they may mean all possible varieties of sugar. Indeed this despatch makes it quite plain that this is the fact. But the contention that "cane sugar includes all sugars made from sugar cane or sugar beets," is perhaps shooting a little off the mark, while there seems to be somewhat of an anomaly in speaking of "cane sugar made from beets." It takes those wise chaps in Ottawa to originate things like that.

Persistent Advertising Means Sales

The Beverly MacDonald Co., Picton, Ont., Develops a New System in Advertising and Has Proved Its Effectiveness by Definite Results Obtained

"WE can name so many lines in our stock which are enjoying a splendid sale, due largely to our persistent advertising, that no one could convince me that the use of newspaper space was a waste of time and money," stated everly MacDonald, proprietor of the Beverly MacDonald Co. grocery at Picton, Ont. "We use a column every week in conjunction with another merchant, headed "Picton Pointers," and that is just what we try to put into our ads—"Point." By that I mean that we lay special emphasis on individual lines; we try to tell a little story about each rather than running an ad of a general nature advertising the fact that we are in the grocery business.

"That would be using space in a way which I well believe would be wasted. We find that the people want to know about the lines we have to sell and the prices we ask—we try to give them that in our column of 'Special Pointers,' and I can certainly say we are getting good results.

Building Business in Cream Cheese

"It is only necessary to point to our success with cream cheese and peanut butter as examples. These are two lines on which the sale is usually confined to the smaller packages, but we have developed this business to a point where we buy cream cheese in the larger squares and sell it by the pound. Peanut butter we buy in large pails where we used to handle it in small tins. This enables us to sell at lower prices and is a fair expression of how this end of our business has grown.

Continuing, Mr. MacDonald said: "With the regular cheese I might say that we exercise great care in handling. We buy our winter's requirements in the Fall paraffine each cheese thoroughly and every week turn same. We find that late Fall cheese should be kept warm, and reserve a special room for this purpose. There is a lot of work entailed in handling cheese as we do, but by turning the moisture is kept evenly distributed, and our customers at all times are insured a soft, creamy, palatable product. These are points our customers are interested in and which we can emphasize in our advertising.

"Pointers" Bring Business When Other Means Fail

"There is another illustration which I might use," Mr. MacDonald stated, "to explain my faith in the 'Picton Pointers.' It is not so long since 5c jelly powders were taken off the market. I was able to make a big purchase which cleaned up the stock of my wholesaler and congratulated myself on the buy. On receipt of the shipment I arranged a window display and counter display and waited for the rush of business, but the rush didn't develop—we enjoyed a fair sale, but not sufficient to turn the stock as quickly as I wanted if we were to make the money I expected. So I sat down and prepared a series of 'pointers,' telling our customers about the delicious, appetising pint of jelly which could be made for 5c—I also told them how delightful it was when prepared with fruit. The response was immediate; inquiries were made and it was no time at all before our stock was all cleaned out."

PICTON POINTERS

FOR OUR BOYS AT THE FRONT

Nothing better than good Chocolate and a little Gum. For the next 10 days we will allow 20% off regular price of Chocolate Bars and Chewing Gum if it is for the boys at the front. THE BEVERLY McDONALD Co.

THE SAME OLD PRICE

20c per lb., or 2 lbs. for 38c. McDonald's Assorted Cakes, the greatest value in town at THE BEVERLY McDONALD CO.

FOND OF GOOD COFFEE? OF COURSE

Why not make it better Coffee by using McDonald's Coffee, only 40c lb., fresh ground. THE BEVERLY McDONALD CO.

CHEESE

It is nice, soft, Prince Edward Co. cheese that you buy from McDonald's. Every pound has 16 ounces of cheese that you can eat; no hard, dried out pieces if you get your Cream Cheese at McDonald's. McLaren's Cream Cheese 15c and 25c package. Pimento Cream Cheese 10c and 15c package. McDonald's Cream Cheese by the pound, 38c, is 25% cheaper than package Cream Cheese. THE BEVERLY McDONALD CO.

MAKING BRAN DELICIOUS TO EAT

Bran in its ordinary form is not palatable, therefore many people who know its value to the human system have been unable to eat it. In Good Health Breakfast Food we have combined Wheat Bran with Barley and Corn in a most delicious food that even hard-to-please invalids enjoy.

Fine for Children

Children will be strengthened for play and brightened mentally for study by eating this best of all foods. Give your children Good Health Breakfast Food, three times a day if necessary. They'll like it—'twill do them an immense amount of good—and it is one of the cheapest foods you can buy. Phone 135 to send you some.

Directions

Good Health Breakfast Food is fully cooked and ready to serve. No danger of using too much. Sufficient should be used daily to give free bowel action. Give children plenty; it's a good food for nature to build on. Use cream, good milk or fruit juice, pouring in as much as it will absorb when stirred, and then some more. Be sure. Sweeten to taste. For sale by THE BEVERLY McDONALD CO.

The form of advertising that Beverly McDonald has found the most effective selling argument.

Studies the Manufacturers' Advertisements

Mr. MacDonald does not profess to be an advertising man. As a matter of fact he states he is far from it, but he keeps his eyes and ears open, finds out what people want to know about his goods and then tells them through the medium of his ads. Commenting on how he prepares his copy, Mr. MacDonald said, "I make it a practice to read the manufacturers' ads; I get the details as to their product and I make use of this in our own advertising. Manufacturers employ highly efficient advertising men to prepare selling copy, and if by utilizing some of the matter they send out we can get the goods into the hands of the consumer no manufacturer will seriously object."

Summer Trade Business

The Beverly MacDonald Co. store does a large summer trade business. Picton is located at a point from which picnic parties emanate, and this means large sales of pimento and cream cheese, peanut butter, olives, canned sardines and lobsters, oranges, bananas, and many other items. These lines will be featured throughout the coming months in the local newspapers and backed up by window and interior displays.

Throughout the summer months fruits are constantly on display in one of the two windows of the store. The arrangement is changed weekly, sometimes this line forming the background for other summer items, at others the entire window is given over to fruits.

Featuring Fish

During the winter just past one window of the store was utilized for a constant display of fresh frozen fish. Shipments were received two or three times a week and by leaving a slide open at the top of the window the temperature was at all times right, and the glass free from frost.

The window is built up at the back and might be said to be a little room by itself. A full size door instead of sliding

panels enables easy access to the stock in the window and makes rearrangement of displays a less burdensome task. Convenience in handling the details of the business is what is aimed at by the management of this store, and this means a large measure of service to the customers as well. Prompt service is what every individual wants and the customers of this store are taken care of with despatch.

The store has been laid out with the idea of service in mind as will be noted in the accompanying photograph. To the left of the entrance stands a candy case in which a wide range of sweets is displayed. A goodly share of candy trade is handled in this store and the stock is kept fresh and temptingly arranged. Chocolate bars for the soldiers are kept in a wide range of packages and to influence sales for this class of trade specials are offered from time to time as will be noted in one of the accompanying "pointers."

Store Display

The display case to the right of the entrance is used for displays of seasonable lines of bottled and canned goods. Jams, jellies, marmalades, olives, pickles, etc., are some of the lines emphasized in this display case and at the present time a counter display case of garden seeds is given prominence. Mr. MacDonald states that he finds the sale of garden seeds increasing materially, which would lead to the belief that increased production must be in view as other stores are recording similarly increased sales.

The counters are arranged with glass front bins in which the goods stocked are constantly before the customers. Below the bins and just above the floor a shelf has been built on which parcels can be left until called for by the purchaser.

The Produce and Provision Department

The produce and provision department is in a separate room glassed in, so that it is at once inviting yet distinctive. This is to the left and rear of the store. A large refrigerator has been built in which dressed meats, butter, lard, shortening, etc., are kept fresh and sweet. The front of the refrigerator has sliding glass doors behind which displays of the various products are arranged.

During the summer months the sale of fish will be conducted from this department and with the restrictions being placed on the use of meats, Mr. MacDonald expects this end of the business to assume still larger proportions. The past winter (and winter is really a light consuming season) demonstrated the possibilities in this trade and bigger business should result from an active summer campaign.

Using Leading Lines to Draw Trade

The success of the MacDonald store is only that attained by any merchant who adopts aggressive methods of securing the business. Ideas are constantly being worked out and leaders have been chosen in nearly every department around which trade is built up. Read the pointer "The Cause of Most Modern Ills" and see how MacDonald's bran is made a leader; read about MacDonald's pure cocoa and coffee, leaders again, or MacDonald's cream cheese; the main idea in pushing the sale of these is to get the people's interest in individual items, get them to remember that they want any one of these lines and trade on other items will naturally follow. They come to MacDonald's for bran, cocoa, coffee or cheese, they know MacDonald carries a complete line of groceries and if his leaders are good the other lines are placed in the same class.

The Beverly MacDonald Co. store blend their own coffee; they have handled as much as 700 pounds of corn syrup in a week, hundreds of pounds of MacDonald's bran has been sold, due to the preaching of its medicinal value as a laxative; by buying cream cheese in bulk they are able to sell at about one quarter to one third less than in packages; these are a few of the things the Beverly MacDonald Co. has done and is doing. The development of their leading lines has been accomplished through giving good value and advertising and not the lesser of the two was advertising.

Pitfalls of Figuring Margins

Some Candid Criticism and an Answer—An Adventure With Victory Bonds—Business Insurance of the Best and Finest Character

By Henry Johnston, Jr.

This week one takes issue with some of my figures, as follows:

Toronto, March 25, 1918.

The Canadian Grocer:

Dear Sirs,—Re article entitled "Income Taxes and Turnover," in your issue of March 22nd, by Henry Johnson, Jr., this is simply a private note for the purpose of pointing out to you a very serious mathematical error in the above mentioned article.

In the course of the same. the writer says: "For, suppose we take $84,000 sales with $6,500 stock. The average margin earned is 22½ per cent. Take 22½ per cent. from $84,000 to get merchandise down to cost price, and we shall have $65.100."

The mathematical process here is altogether wrong, for if the mark up and the cost of the goods is 22½ per cent., it is grievously erroneous to take 22½ per cent. off the sales to get back to the cost again. It is a well known rule that the cost should be arrived at by multiplying the sales by 100 and dividing by the mark up plus 100, as in this case. This process gives quite an alteration in the figures, and would be a serious matter in operating large stocks. We think the mistake by the writer is a very deplorable one.

Yours truly,

_____.

Nothing can be so valuable to my readers, and therefore of course, to me and my work as questions, criticisms or elucidations of my stuff; so I am ever glad to get such from any point of the compass. Hence my only regret in this instance is that it is so very easy to set my correspondent right that we cannot have much of a discussion.

It is somewhat surprising to me that the writer of the letter should not have read my paper more carefully, for a clue to my meaning was furnished right in it. Two paragraphs below the one from which he quotes occurs the following: "My average mark-up was 29 per cent. minus. That must have been it, obviously, since my average gross margin on sales was 22½ per cent." Here, then, I made it quite clear that I did not confuse the terms mark-up and margin, and that the deduction of 22½ per cent. from my sales to get the cost value of the stock sold was strictly correct.

In passing, you may note that my correspondent wrote, "If the mark up and the cost of the goods is 22½ per cent," whereas he meant to write "if the mark-up **on** the cost of the goods is 22½ per cent."

Why Confuse Terms?

I confess that I cannot understand why men so persistently confuse the terms mark-up and margin (nor why they talk about gross profit when the better term, margin, is at hand). But let us test this out a bit.

Mark-up is what is added to cost to produce a given margin. For example, cost is $1.00 and mark-up is 29 per cent. Add 29 to the $1.00 and we have $1.29. Now take 29 and divide it decimally by 129, and you will have 22½ per cent. minus. Or, work it the long way round for checking, by computing 22½ per cent. of 129 and you will get 29.02 plus, thus proving that the margin is just short of 22½ per cent. It might be worked out into very minute decimals, but that would be merely academic.

Again, note that in the portion which I have quoted in addition to what my friend has quoted I state that my margin was 22½ per cent. on sales—clearly on the SELLING PRICE of the goods sold. Hence the only way we can get

back to the cost of the goods sold is to take from the sales value 22½ per cent. For so many years I have been so scrupulously careful to state that margin to me means the total spread between cost and selling price and that it is always stated in terms of its relation to the selling price, that I had thought that was clear to all my readers. The system of computing and stating margins in their relation to the selling value is now used so generally that I have expected that to go almost without saying. And even so, I still have said it. So why should there be confusion of terms?

I agree with my friend, heartily, that nothing can be so injurious as loose figures or slipshod methods of computing margins, expenses, etc. Having been a pioneer in this work, I naturally cannot think otherwise. So if now, after this explanation, my statements still are not clear, I shall be grateful if my friend will write again. If he will write on any other subject that interests him also, I shall be equally grateful.

A Story of Victory Bonds

Let's call him Smith. He is a grocer who runs a little store with which he "makes out" fairly well, being a careful man who does most of his own work. He has the habit of discounting his bills, carrying a bank balance of somewhere between $750 and $1,000 for that purpose —or at least he did before what I am going to tell happened.

He bought a $100 bond of the first Victory Loan—"all he could afford," he said. When the second call came, he felt that he was all tied up—could not scrape a dollar for the Loan. Things dragged along until the time was nearly up. Then one afternoon Smith's banker, a little, wiry, hustling man who holds everybody's affairs in his mind and enjoys everybody's unlimited confidence, called on Smith and asked him about taking up a portion of the Loan. He heard Smith's story through, merely interjecting the remark that Smith had a "good balance" always at the bank—whereupon Smith said that he kept that balance to handle his bills and must keep it for that purpose.

When Smith had finished, Mr. Banker smiled gently, and with his usual sincerely friendly manner said:

"Take the Limit"

"Well, now, Smith: it won't do for you not to take a chunk of this Loan. The country needs every dollar. Let's see: you have $850 on deposit now—take my advice and take $1,000 of the loan. Pay $850 down and you can make up the balance before the end of the time."

Smith thought Banker had gone crazy; but Banker showed him what would happen—what actually did happen, as we shall see—and finally Smith bought a bond for $1,000. It was, if you will remember, a 4 per cent. bond, so returned interest in the sum of $40 a year—is doing it yet, by the way.

When Smith went to bank next day he was full of foreboding, and he felt considerably "no better" when Banker handed him out the bond a few days afterwards—for Smith had scratched and scrimped the remaining $150 together, passing by several of the genial "boys" who called with "good buys" in the meantime. As Smith took the bond rather hesitatingly and looked at it doubtfully, Banker asked him what was on his mind.

First Dose of Commercial Paper

Smith told Banker that he had not thought much about that first $100 he had bought. He had thought it was a small matter; he felt the $100 bond was safe enough in his safe at the store; but he was not so comfortable with the prospect of keeping $1,100 of pay-to-bearer securities in his safe. Banker laughed and said: "That's so. You have too many valuable papers to keep in that old tin box of yours. Tell you what—I have a few vacant stalls in the safety deposit section here. I'll let you have one of those that rent for $2.50 a year—charge you nothing for it for now—you come in and put your bond there and to-morrow fetch in your other bond and your insurance policies, deeds and any other valuable papers, and we'll put 'em away. Then you can sleep nights." So it was done that way.

Now Smith became a very careful buyer—had to be, seeing he was pretty short of ready money. Within about ten days he had need of $175 for something which came along on future order; so he had to go to Banker and go through a new process—that of borrowing from the bank. Banker was genial; loaned him the money in a second, taking his $1,000 bond as security; and wrote the note for 90 days, though he said Smith could pay it any time. So Smith discounted his purchase, and then got very diligent collecting and curtailing purchases, so that in ten days he had the money ahead again. He paid Banker and, notwithstanding that the note had been at the rate of 7 per cent., his total interest was only 35 cents.

Banker Does Smith Great Service

Smith felt quite good over things as he took home the cancelled note and figured that perhaps Banker had been right after all. Only once more has Smith needed money stringently enough to borrow it and then only $100, which he paid off again within a few days. The rest of the story is best told in Banker's own words to Smith a few days ago.

"You see, Smith," said Banker, "it would have paid the bank much better to keep your money on deposit, for now we are handling your account without profit —that is one of the things bankers are contributing toward winning the war, by the way—but I wanted to get you started on the most important thing for a merchant to do. I wanted to get you into the way of laying by money — the bank's profit can come later on. Now what have you accomplished? You have laid up $1,100 which is paying you $43.50 a year, less the little interest you may have to pay for temporary loans, and all the time almost your total $1,100 is available—for we'd loan you at least $1,000 on those bonds any time. The $43.50 is almost pure gain, being earned on money formerly idle. Next you are a more careful buyer — keep down your stock and keep it clean, because you do not like to borrow—and you are a much more convincing and therefore more efficient collector. Finally, you are doing your full duty as a citizen, for you are doing all you can. I did you a good turn, Smith—what?"

Smith agreed heartily — and asked about the Third Loan.

"Oh," said Banker, "I'll leave that to you now. You do not need any more prompting. Take what you think wise. And by the way, I did you another service. You'll never be without a safety deposit box again. I'm not going to charge you anything for it yet; but when I have to, you'll pay it gladly."

WHY SHOULD THE GROCER WORK IN THE DARK?

(Continued from page 19.)

and then there are pronouncements given out by the Food Board. Recently they stated that pork tenderloin was offal, and therefore there was no restriction on its sale at any time. But weeks after that pronouncement was made two Regina restaurant keepers were fined $100 each for selling that article on restricted days. It is learned now that the pronouncement was later withdrawn and that pork tenderloin is again on the restricted list, but this was never made definitely known.

Recently other pronouncements have been made, that no package of flour or sugar need be received back by the merchant if the original package has been broken and no goods need be accepted from homes where there has been any contagious disease. So far so good, but why not go farther and give interpretations covering all the long list of difficulties that may face the grocery trade?

A Summary

The Food Control Board has done this much. They have summarized the regulations as they apply to the retailer. Here is the summary:

HOW MUCH FLOUR MADE WHOLLY OR IN PART FROM WHEAT MAY LAWFULLY BE HELD.

By householders and all persons other than dealers:

If living within 2 miles from a licensed dealer, not more than sufficient for ordinary requirements for 15 days;

If living more than 2 miles and less than 5 miles from a licensed dealer, up to 30 days' supply;

If living more than 5 miles and less than 10 miles from a licensed dealer, up to 60 days' supply;

If living at a distance of 10 miles or more from a licensed dealer, up to 120 days' supply.

By licensed wholesale or retail dealers:

Not more than enough for ordinary trade requirements for 60 days.

By licensed manufacturers of our, bakers, and confectioners:

Above-mentioned restrictions do not apply.

Sugar.

("Cane" sugar includes all sugars produced from cane or sugar beets.)

By householders and persons other than dealers:

Same limitations apply as in the case of flour.

(Continued on page 27.)

Western Department Store Adopts Groceteria Idea

Regina Trading Company Changes System on May 16 — Discontinues All Delivery of Groceries—Expects to Save 10 Per Cent. For Customers

THE groceteria is gaining favor as the days go by, and many stores have adopted this plan. Of course the shortage of help is one of the great reasons for inducing this method of business.

The latest addition to the stores who have adopted the groceteria idea is the Regina Trading Company, Regina, Sask. This is the first big departmental store in Canada that has definitely adopted this method of sale and the progress of the experiment started on such a large scale will be watched with interest everywhere. The change becomes effective on Thursday of this week. A glance at the photo accompanying this item will demonstrate the fact that it will be no small task to change this department to meet the requirements of the groceteria idea. The management of the Regina Trading Company however believe that there are a good many advantages to be gained from this change in the method of handling their grocery business. It means for one thing a great saving in the number of clerks required, which is a matter of importance in these days, when obtaining satisfactory assistance is one of the large problems facing the grocer. There will be absolutely no groceries delivered by the store. This will mean a saving of 10 per cent. to the customer, it is estimated. They are cutting off eight delivery waggons entirely, but are keeping their four motor trucks for the handling of other goods.

CHEESE INSPECTOR DIES

Harold L. Soper, of Iroquois, died recently at the home of his son at 317 Shaw Street, Toronto, in his fifty-eighth year. Mr. Soper was born near Brockville, and for 28 years had been a Government inspector of cheese and dairying for the Ottawa Valley district, making his headquarters in Morrisburg. Later he moved to Iroquois, and went into business, selling dairy and cheese supplies. He took ill about three months ago. He is survived by his widow and one son.

HERE'S AN IDEA

Border City R. M. A. Will Advertise Purchasing Power of Dollar

Members of the Border Retail Merchants' Association will start a unique campaign shortly to better advertise their organization and show the purchasing power of a $5 bill.

Secretary Ray will place a new $5 bill in a celluloid case and start the ball rolling by making a purchase with it. The merchant who obtains the bill will be bound to purchase something from another member of the association, and keep the money going on its rounds until it has been in the possession, at some time or another, of every member of the association.

It will be proven that the lone bill will make purchases aggregating $20,000 before it is finally turned loose.

The executive committee of the association held a meeting at which several important matters were discussed on Tuesday evening. The status of the vice-presidents were fixed as follows: H. Crouchman, C. A. Lanspeary, O. Derosier, H. Plant and V. Benoit.

Numerous store robberies have been reported of late, and this matter was discussed. A committee, composed of President C. H. Smith, A. J. Peddie and Secretary Ray, was appointed to wait on the police commission and request that members of the force keep a closer watch on stores. The police will also be asked to check up peddlers and hucksters to see if they are properly licensed.



View of the Grocery Department of the Regina Trading Company, Regina, Sask., which on May 16th discontinues delivery and adopts the Groceteria method of business. Inset is J. H. Stephens, who has been in charge of the department for some years.

Maritime Merchants Disturbed at Flour and Sugar Regulations

Local Conditions Make the Return of Either a Dangerous Practice — Order Has Had Little Effect so Far — N.B. Representative Goes to Ottawa for Light on the Order

IN St. John, as in every part of Canada, the regulation requiring the return of surplus flour and sugar to dealers has created much doubt and confusion. So far, however, it has accomplished little else as very few people have undertaken to return their surplus stocks. In order to secure definite information regarding the intention of the regulation and the way in which it will be administered, Professor W. C. Keirstead, provincial representative of the food controller, and E. A. Schofield, member of the provincial food board, have gone to Ottawa to consult with the food board. It is their intention to lay before them the hardships to both consumers and merchants which would result from a strict interpretation of the regulation. Meanwhile customers and merchants are threshing out the question and endeavoring to arrive at a working basis.

"If a customer of mine returned any flour or sugar, I certainly would accept it at the market price." said A. H. Wetmore of Puddington, Wetmore, Morrison, Ltd., wholesale grocers, and president of the Board of Trade. "If I failed to do so I would consider that I was leaving myself open to a heavy fine." His own opinion was that the intention of the regulation was to prevent hoarding and he did not believe that the authorities would go to the extent of punishing any one having broken the packages of goods bought before the regulation was announced. He remarked that it was well known that many householders, prior to the introduction of war flour, had stocked up with as many as ten barrels of patents and he believed that it was these people that the law was aimed at.

"I have not yet been offered any flour or sugar by any of my customers," said Walter Gilbert, retail grocer, "but I am ready to accept any that is returned and to pay for it at the prevailing market prices." At the same time he expressed his private opinion that the authorities would not insist on the return of broken packages.

McPherson Brothers, F. E. Williams Co. Ltd., Thomas Rippey, F. W. McAlary & Company, and other retail grocers all reported that no sugar or flour had been returned or even offered to them, but all expressed their entire willingness to accept it at prevailing market prices.

Among the citizens, apart from the natural objection to having to give up their stocks and run on such a narrow margin, the chief objection raised is the question of what would be done with the broken packages returned to the grocers if the law were strictly enforced. To protect themselves the grocers would have to resell the goods and the citizens do not like the idea of having to accept sugar and flour which had been returned from any and every home and establishment. This feeling is particularly strong in view of the fact that an epidemic is in progress in the city and throughout certain parts of the province.

CALGARY STORES CLOSE SATURDAY INSTEAD OF WEDNESDAY AFTERNOON

The retail merchants and retail clerks of Calgary, Alta., after prolonged negotiations reached an agreement about the hours of labor. The agreement is as follows:

Stores shall be closed every day in the year at 6 p.m., with the following exceptions:

Stores will close on Saturdays during June, July and August at 1 p.m.

For three days preceding Christmas Day, stores will remain open until 10 p.m.

This means that the Wednesday half-holiday has been discontinued and in place of it the stores will close on Saturday at 6 p.m. during nine months in the year and give a Saturday afternoon during the three summer months.

Food Controller Answers Retailers' Questions

H. B. Thomas Promises Ample Supplies of Sugar For Coming Season—Explains Reason For Flour and Sugar Regulations—Some Important Questions Answered

H. B. THOMSON, chairman of the Canada Food Board, appeared before a large gathering of merchants representing the Ontario branch of the Retail Merchants' Association in Toronto on Wednesday of this week. Mr. Thomson spoke of some of the problems confronting the board, and at the conclusion of the gathering answered a number of questions relative to the trade that were submitted to him. Mr. Thomson stated that he did not think that any merchant would have cause to feel the licensing system onerous or cumbersome. It was aimed to prevent hoarding and speculation and to consolidate business, and to make it not only safer in the time of war, but more prepared to meet the conditions of commercial warfare which were bound to follow the declaration of peace.

Mr. Thomson strongly urged upon the merchants to consider some form of union delivery. Even in cities the size of Toronto he thought that some group system of delivery might be arranged.

In speaking on the matter of sugar supplies Mr. Thomson said that the bulk of the world's supply of sugar was under the control of the Royal Sugar Commission of London and the International Sugar Commission of New York. On both these commissions Canada's interests were represented. These commissions had provided first for the needs of the Allies overseas, and the balance had been allocated between Canada and the

The Board had been criticized, he stated, because they had not shut down the candy trade. The answer was that there was no reason for any such action. There was as much sugar allocated to Canada as she had ever used. The difficulty lay in the question of getting it here. During the past winter there had been only one dock in New York where sugar bound for Canada could be unloaded. That and the unprecedented car shortage had complicated the situation. These conditions were now brighter.

Some little time ago, he stated that they had arranged to commandeer sufficient ships to transport an adequate supply. The British Admiralty had, however, forbidden any further action of that nature, and as a result if the people who had been encouraged to increase production of fruit and other things were not to be left in the lurch some action had to be taken to conserve supplies. The result of these restrictions have been so satisfactory that Canada will have ample sugar to preserve her fruit crop, and nobody is going to have to go particularly short.

In the matter of flour. Canada had not the corn crop of the United States to fall back on. Moreover of recent date there have been demands made upon us for more flour than had been expected. There is enough flour in Canada to meet these de-

Concluded on page 40.

RETAILER HAS 1,000 POUNDS EXEMPTION ON TEA

There has been a good deal of uncertainty as to the meaning of the Excise tax on tea. According to the wording of the new budget it appeared that on any stocks over and above 1,000 pounds that it would be necessary to pay 10 cents a pound on the total stocks. It has been decided, however, that the retail grocer will have a 1,000 pound exemption. That is if the grocer has 1,200 pounds of tea in stock he will have to pay the excise tax of 10 cents a pound on 200 pounds only.

Is It Possible to Increase Sugar Sales?

Many Grocers Indifferent to Sale of Sugar—"Floating" Sugar Trade Can be Picked up by a Little Effort—Striking Instance of Large Trade Being Quickly Created

By C. J. Morris

ONE point touched by several readers who have commented upon the recent articles dealing with the question of a fair profit is the possibility, or rather the impossibility, of increasing the sales of such an article as sugar. At first sight this seems a point well taken. It is argued that the community consumes a certain amount of sugar and no blandishments of the grocer will be effective in inducing his customers to consume more than they have been in the habit of doing, that is to say, a family that consumes five pounds per week will not, on account of good salesmanship on the grocer's part, be induced to consume ten.

Sugar Sales May be Augmented by Getting All the Trade

This argument is good as far as it goes, but it does not go far enough. It omits to take into consideration the fact that many grocers, looking at it from the standpoint which these articles have been endeavoring to prove is a wrong one, are quite indifferent as to their sugar sales. They consider that selling sugar is not a paying game under any conditions, and they therefore do not go out of their way to push its sale. The result of this attitude on the part of many grocers is that there is always a certain amount of sugar trade going begging, so to speak. A very little extra effort on the part of one grocer, therefore, is sufficient to attract to himself quite an amount of that trade which rightly speaking should go to his competitors if they were sufficiently wide awake to their own interests to look after it. Conditions, of course, may not be quite the same in the country districts as in the large cities, but in the case of the latter it is surprising to find the large number of private families who deal with their local grocer for everything except sugar, and for this they send to the department stores who make a specialty of advertising it in 20-lb. or 100-lb. bags, at a somewhat reduced rate.

This refers, of course, to the time anterior to the present prevailing scarcity when sugar was plentiful and anyone could obtain all he liked to order.

There is no doubt that in many cases local grocers could secure these orders which at present go to the department stores. They could certainly do so if they chose to make the same reduction in price, but even if it were against their principles to do this, they would still in many cases with a little effort be able to secure the trade as there are few people who would like to refuse to buy their sugar from their own grocer, if he showed any desire to have the order, even although they might have to pay a small fraction of a cent a pound more for it. If, however, he shows himself utterly indifferent and never pushes sugar with his customers even although he knows they must be buying it elsewhere, it is not to be surprised at their taking the opportunity of saving a few cents when such opportunity presents itseslf.

A Sugar Business Actually Increased

An ounce of practice, however, will with many outweigh a ton of theory, and I should here like to relate a striking instance of the possibility of increasing sugar sales which came to my notice somewhat over a year ago.

In a semi-central district of one of our large cities a grocer started in business. The position was not particularly favorable for a new store. Within a few hundred yards on either side there were three or four other grocers in business who had been established for some years and although there was a good residential district not far off the immediate neighborhood consisted principally of stores and factories.

For a time, as far as the outsider could judge, things seemed to be going very slowly; it was very rarely that a customer was seen to enter the store, and to all appearances the venture seemed likely to end in failure. Then all of a sudden something seemed to galvanize the new grocer into action. Handbills were distributed to every house in the district calling attention to certain special lines for special days and a feature was made of sugar. At the same time a portion of the front window was piled from floor to ceiling with 20-lb. bags of sugar, and large show cards were exhibited with the price advertised thereon. Had business continued at the same rate as previously the amount of sugar displayed would probably have lasted a year or more, but with the new hustling methods it was all gone in less than a week, only to be replaced by another pile, this time of another brand, which vanished with equal rapidity. Some two or three months later the writer had need of some bags in which to move some potatoes and thinking that 100-lb. sugar bags would be very suitable applied to the grocer. The latter said he had sold out all he had (over 200) the previous week but would save all he could for the end of the week, when he sent round 20.

This meant that he had been selling loose sugar at the rate of about a ton a week to say nothing of the quantity he had sold in 20-lb. bags and cartons which was at least as much again.

Now, where had this extra sugar trade come from? Undoubtedly from the customers of other grocers or from those who ordinarily purchased at the department stores.

This incident would seem to prove conclusively that, in the cities at any rate, there is a certain floating sugar trade which can be gathered in by any one making an effort to do so.

Mr. Mortimer in his letter recently assumed that it would be just as easy for a grocer to double his sales in tea as in sugar. This is more than doubtful. The great majority of people use a certain tea to which they are accustomed and which nothing would induce them to change, and to endeavor to sell any such person a pound of another kind of tea would be almost a hopeless task compared to the ease with which any one might be induced to take 5 lb. of sugar, all brands of which are pretty much alike. Mr. Mortimer also asks whether it costs any more to handle tea than sugar. If you take into consideration the time the salesman would be likely to consume in inducing customers to buy tea, I should say, decidedly, yes.

Undoubtedly a grocer should neglect no opportunity of pushing more profitable lines but when you have done all you can in that way, when you have pushed to the utmost all the high profit bringers and there remains nothing else to push but sugar why not push that?

Mr. Mortimer is practically in agreement with this theory when he says: "Of course if it came to a point where it was sell sugar or do nothing, I say sell sugar." The main point which has not yet been disproved is that sugar with 10 or 15 per cent. profit is not sold "at a loss." The profit may not be as large as the merchant would like to get but it is a profit all the same and makes his net profit more than it would otherwise have been had he not handled it.

It is much to be regretted that Mr. Mortimer should have refrained from giving his views on the relative value of advertising received from the different lines. They could not fail to be of interest and would undoubtedly help in elucidating the points at present under discussion. It is to be hoped he will overcome the feeling of diffidence which possesses him and supplement his first communication with a further expression of his opinions. All those taking part in the discussion are more or less experts and each is entitled to his own opinion. Besides, experts themselves frequently disagree and then who is to decide?

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EDITORIAL BRIEFS

THE chap who takes his lunch down town is finding some little difficulty in getting enough to still the clamor of the inner man. Those restaurant regulations looked simple enough, but it's a caution how complicated they become in actual operation. It requires a pencil and paper to figure out what you may have for lunch, without getting more than your stint of wheat or sugar or butter.

* * *

OUT in Regina two restaurant keepers were recently fined $100 for selling pork tenderloin on days when pork is forbidden. Some little time ago representatives of the Retail Merchants' Association at Ottawa got a definite pronouncement from the Food Control Board that pork tenderloin was considered as offal and hence did not come under the restrictions imposed against pork products. There surely ought to be some way to avoid these difficulties.

WHY NOT A DEFINITE ANSWER?

LAST week in an article entitled "Aspects of Flour and Sugar Regulations" we pointed out the fact that while the regulations were plain enough in the general case they did not throw much light on the individual problems that often confronted the merchant. In that article were noted three questions that had been asked us by a merchant who was trying honestly to live up to the spirit of the regulations. We propounded these three questions directly to the chairman of the Canada Food Board, asking for a pronouncement on these individual cases. We get in reply a brief note signed by the solicitor of the board noting the enclosure of copies of the regulations. The regulations only distantly cover the questions asked. Now to each of these questions there is a definite answer. Either the practice is right or wrong; it is either legal or illegal. Why then should these questions not be given a definite answer? The Canada Food Board is not dealing with points of law, in which the shading of a phrase may be of moment. It is dealing with facts of business that need a definite interpretation. Surely in all that elaborate machinery of the Food Control Board there should be one official who can say, "Yes, you can do this;" or "No, you can't do that." The framers of these orders should know how comprehensive they are intended to be; should surely know in how far they are to override the accepted practices of business.

The merchants of this country are as a whole loyally upholding the work of the Food Control Board, and endeavoring to conduct their business in a way that will live up to every requirement. Yet there are questions that a general proposition will not cover, questions that are of vital importance to them, and it seems not unreasonable, when business is being turned topsy-turvey by a multitude of orders, that a merchant should be entitled to a definite answer to a definite question as to the bearing of these orders on his own particular case.

THE RETURNED SOLDIER

ONE of the big problems that confronts the industrial and business community is the assimilation of the returned soldier. Already 35,000 of these men have been returned from the shell-pocked fields of Europe as unfit for further military service. There are between 20,000 and 25,000 Canadians still in English hospitals.

To train these men in schools in such a way as to fit them to take up some sort of vocation would necessitate large training centres. At most it is estimated not more than twenty or twenty-five courses could be provided for them. If these men were to get their training with employers some 175 occupations would be open to them.

It has been deemed advisable by the Government that these men should receive their training under the conditions they will earn their livelihood in. To this end the Government has taken steps to get the co-operation of employers in this matter.

Retail merchants, manufacturers and other employers of labor will not be tardy in accepting their fair responsibility in this matter. Kindness, consideration and tact, but not for charity, should be the impelling motive of all dealings with these worthy men.

Current Events in Photograph—No. 20

MASKED GUNNERS SERVING THE GUNS

Long training has enabled the allied soldiers to fight for hours at a stretch while wearing their gas masks. Gunners man their pieces during gas shell bombardments three and four hours, wearing these masks and goggles, and are only relieved of them when wounded and carried down behind the lines.

Note the striking camouflage protection over the gunners' heads to protect them from the inquisitive eye of a German "Gotha."



BIG FRUIT PACKING PLANT TO BE ERECTED

A large fruit packing and storage plant is to be constructed in Fresno, California, by E. Rosenberg Bros. & Co. at a cost of about $500,000. The first unit of the plant which is to be begun at once is expected to be finished within three months, while the larger plant will be in operation by October. The new plant will occupy nine and one-half acres of ground. Special attention is being paid to the sanitary construction of the plant and rest rooms will be provided for the 700 to 1,000 persons to be employed.

SPANISH OLIVE OIL MAY BE EXPORTED

The Spanish Government, by a royal order published April 24, permits, upon application to the General Direction of Customs within 10 days, the exportation of Spanish olive oil of recognized Spanish brands to American countries on the basis of shipments made to those countries during the five years from 1912 to 1916, no country being allowed more than its pro rata share. Shipment must be made in cans or bottles in the case of brands registered after July 31, 1914, or in any kind of containers for brands registered prior to that date. An export tax will be levied on each. All exports are subject to control and licenses are revocable at any time by the national commission on supplies.

The embargo on olive oil of all grades was announced by the Spanish Government on September 7, 1917.

WHY SHOULD THE GROCER WORK IN THE DARK

(Continued from page 22.)

By licensed manufacturers using sugar in products and by wholesale and retail dealers:

Up to 45 days' ordinary trade requirements.

By manufacturers of cane sugar:

Above-mentioned restrictions do not apply.

PROCEEDINGS IN CASE HOLDINGS EXCEED THOSE ALLOWED.

Sugar.—Excess must be returned at once to dealer from whom purchased. He is required to pay for it, if in good condition, at market or purchase price, whichever be the lower. Dealers refusing to accept returns because of condition must report facts at once to the Canada Food Board.

Flour.—Excess must be returned at once to dealer or miller from whom purchased. Same general rules apply as in case of sugar, and millers or dealers from whom purchases were made must accept returns, if in good condition, at purchase price or market price on April 20, 1918, whichever be the lower. Dealers having flour in excess of amount permitted under the order, must report details at once to Millers' Committee, 178 Queen Street, Ottawa, and arrangements shall be made for its repurchase.

PENALTIES.

Fine of from $100 to $1,000; or imprisonment for up to 3 months or both. Fine to be paid to Municipal or Provincial authorities, if they institute proceedings.

In addition, holding of flour or sugar in excess of maximum quantities prescribed are liable to seizure and forfeiture after May 15.

Something New for the Cardwriter

A Series That Will Give Ideas and Instructions for the Cardwriter Who Has Already Mastered the Rudiments of the Work.

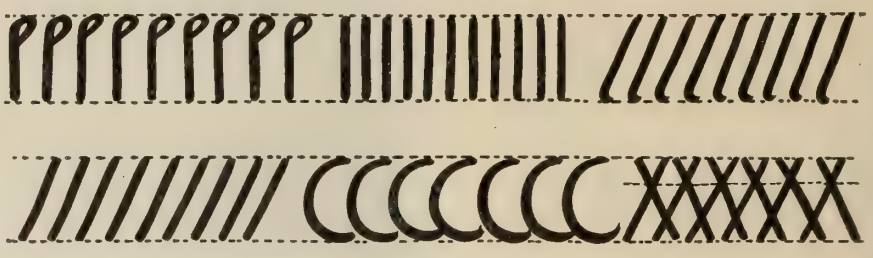
By Robt. T. W. Edwards

OUR last lesson was the first of a series of show card lessons which is being published for the sole purpose of showing our readers just what Toronto cardwriters are doing. As we stated then in the last year the cardwriters of this city have struck a new note in the various designs and styles of letter formation used. The latter is the more noticeable and it is to this branch that we are paying the most attention. It is necessary that cardwriters should change their style of letter formation from time to time in order to prevent their cards from becoming stale. You must abstain from ordinary type formations or your work will be merely commonplace. This, at least, appears to be the idea of the "new blood" cardwriters who have come to Toronto, men whose methods the Toronto merchants have taken to very readily, with the result that their work is seen up and down our main thoroughfares and in the windows of our most up-to-date stores.

There is a large variety of styles both of single stroke and outline letter formation, all of which have that little touch of originality which adds life to the show card.

Last month we illustrated a double stroke or outline letter on which were used various forms of shading and highlighting. This month, however, we are featuring a very neat single stroke letter which will be a valuable addition to our alphabet collection.

This alphabet is of a thin stroke formation and yet is more legible than many letters of much heavier stroke. Of course this type is not used for large cards but should be kept for the better grade of show card which might be used for fashion displays or showings of new spring goods.



Practice Chart —

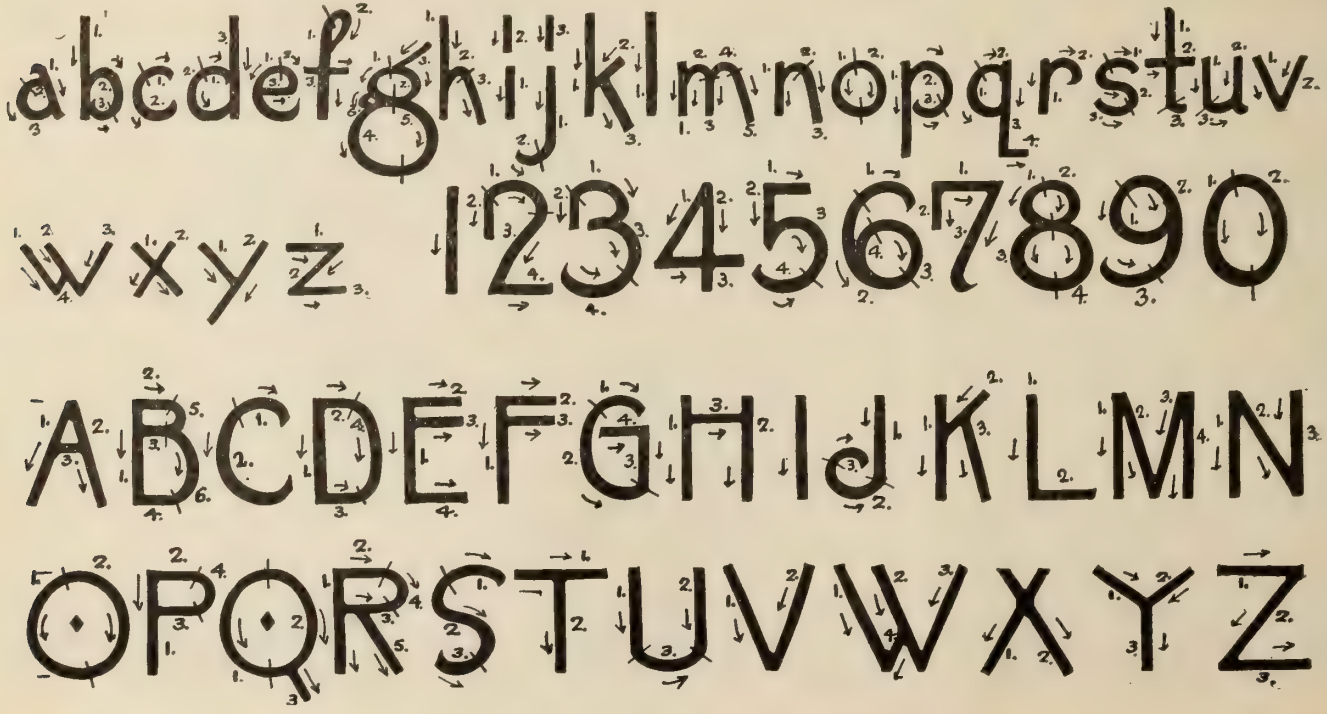
The biggest feature about this alphabet is the variety of forms you can change the letters into without losing the character of the lettering; a few of these instances can be seen if you compare the chart with the three completed cards. Take for instance, "F" in the lower case card. Compare that letter with the F appearing on the spring wear card. Here is shown the letter on the slant to the right and the cross bar or stroke 3 parallel with the guide line. Or for another instance take the F of the vegetable card. Here you have the letter made in the upright form but stroke 3 crosses stroke 1 at an angle.

The G also of the lower case can be made in many styles without losing the character of the letter. Compare the various styles used on the three cards with the one shown on the chart and you have only a few of the many that can be made.

The next one to mention and one which is played upon a great deal is the letter S. This letter, when worked up on a show card can be formed in a variety of ways and these forms all depend upon what the letters next to them will allow. As you see, the chart only shows an evenly balanced letter, but a study of the three show cards gives you many ideas of how to work in this letter. For instance the "vegetable" card in two instances shows how the lower section of this letter can be brought below the lower guide line and underneath the letter to its left—all without changing its individuality. The two "S's" on the housecleaning card show the top of this letter or stroke 1 extending much to the right of the rest of the letter.

These are only three of the letters which, upon practice, you will find can

(Continued on page 30.)



CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

John McSherry, grocer, of St. John, died recently.

E. S. Secord, Bath, N.B., has sold out to J. K. McIntosh.

J. A. McLennan, Florence, N.S., has discontinued business.

John Koven, of J. Koven & Son, general store, Bristol, N.B., is dead.

J. G. Douglas & Co., general store, Stanley, N.B., have dissolved partnership.

The death of Joseph Koven, aged 56 years, who conducted a general business at Bristol, N.B., occurred suddenly at his home this week.

The announcement of the new war taxes has led to heavy buying of several lines, notably matches and tobaccos, by dealers and consumers alike.

George W. Slocum has retired from the business of Slocum & Ferris, St. John, provision and commission merchants, and the business will be carried on by Otty L. Slocum.

The business of J. & J. S. Titus of St. Martins, N.B., which was established more than forty years ago and which in recent years has been controlled by Emery A. Titus, has been sold to the newly formed concern, the Bentley Merchandising Company. Mr. Titus will remove to St. John to reside.

At a meeting of the grocers' branch of the St. John Retail Merchants' Association, a resolution was adopted in favor of selling bananas and other fruit by the pound, and a further resolution commended this method of selling to all grocers not members of the association. The meeting also went on record as favoring the adoption of standard measures for the sale of vegetables.

A branch of the Retail Merchants' Association has been organized in West St. John with officers as follows: President, John Rose; vice-president, Thomas Rippey; second vice-president, J. B. McManus; secretary, Charles P. Hanson. The association decided to observe the half-holiday this summer and the members will close their stores on Thursday afternoons at one o'clock from the first of June to the end of September.

The development of closer trade relations between Canada and Jamaica is indicated by correspondence received by the St. John Board of Trade. Such letters received recently express the hope that a larger trade may be fostered and, in individual cases, requests were made for names of firms interested in orange juice and orange seeds, which are said to possess interesting chemical possibilities, oil of oranges and a variety of fruits and fruit products.

The Bay of Fundy sardine season continues to show smaller results than usual at this time of year and the quality of the fish caught has not been up to the average. The fishermen have maintained the minimum price of $25 per hhd. but no sales at a higher rate have been reported. Three steam trawlers, of wooden construction, are to be built at Sturgeon Cove on the Letang River, N.B., for use in this industry, thus marking a new step.

Merchants of Kentville, N.S., have decided to close their stores at Wednesday noon during the months from May until September 30th, and to close at six o'clock on Monday, Thursday and Friday evenings, remaining open during the other evenings of the week.

Quebec

Mrs. F. G. Lebrocq, Waterloo, has sold out.

I. Goodman, grocer, Montreal, Que., has dissolved.

Geo. S. Nesbitt, Wakefield, is advertising his business for sale.

The D. Hatton Co. has lost two of its employees this week, Maurice Deschatelets and G. A. Comtois having joined the King's forces.

Jno. F. Davis, general store merchant of Gaspe, Quebec, was in Montreal this week for a few days on business and will take a few holidays before returning.

Ontario

Grant Cobban, Muncey, has sold out.

John Cowall, Hamilton, has sold out.

Mrs. Thompson, Hamilton, has sold out.

Mrs. A. K. Dunstal, grocer, Hamilton, Ont., has sold out.

Wm. L. Hall, Toronto, has sold out to David Milne.

Mrs. H. Calhoun, Toronto, has sold to George Netherton.

Thos. Walmsley, grocer, Toronto, Ont., has sold to P. E. Huxtable.

F. S. Burgess has closed out his business; there is no successor.

Alex. Michael, general store, Leamington, has suffered loss by fire.

A. W. Whitehorn, Westboro, is opening a branch store in Ottawa.

Jenkins & Hicks, Merlin, have been succeeded by John A. Halliday.

J. Carter & Son, general store, Fort Frances, Ont., have suffered fire loss.

The Peerless Milling Company, Toronto, was recently damaged by fire.

Bellefeuille & Duplessis, grocers, Three Rivers, Que., have suffered fire loss.

Leake & Co., grocers, 721 Palmerston Avenue, Toronto, have sold to Wm. Harrison.

McDiarmid & Co. general store, Dalmeny, Ont., has been succeeded by G. D. Lewis.

Labelle, Cyrille & Co., Three Rivers, Que., wholesale and retail grocers, have suffered fire loss.

Elmwood, Ont., merchants have decided in favor of early closing. The change became effective May 1.

Merchants of St. Mary's, Ont., have decided to observe Wednesday half holiday during June, July and August.

G. S. Webster, formerly of Trenton, has opened a grocery business in Cardinal at the store formerly occupied by J. T. McGarrell.

Fire did $300 damage at 738, 740, and 742 Queen street east, Toronto, recently owned by the Ideal Grocery Co.

The London Retail Grocers' Association is laying plans for a Pure Food Show to be held in connection with the Western Fair at London, Ontario, Sept. 6-14.

The T. D. Grant Company has been incorporated with an authorized capital of $40,000 and with headquarters at Guelph, to deal in ice cream, fruits and groceries and a general confectionery and restaurant business.

A company to be known as Gamble-Robinson, North Bay, Limited, has been incorporated for the purpose of dealing in fruits and vegetables and produce either wholesale or retail. The company is capitalized at $40,000. The headquarters will be at North Bay, Ont.

The Wednesday half holiday, customary in past years, will not be observed in May this year by the grocers and butchers of Brantford. Instead, the half-holiday will be kept during the months of June, July, August and September. The merchants of Eagle Place, a suburb of Brantford, however, have agreed to close during May.

Western

L. Guay, St. Lazare, Man., has discontinued business.

Hughes Bros., Olds, Alta., have sold their grocery business.

Brechlin and Muryn, Dunmore, Alta., have dissolved partnership.

E. Lapointe, grocer, St. Claude, Man., has discontinued business.

Johnson and Sutherland, general store Morningside, Alta., have sold out.

H. Dalynik, general store, Tyndall, Man., is removing to Winnipeg.

Nimmins and Wilson, grocers, Winnipeg, have sold to Mr. Carrothers.

H. E. Beattie, Okotoks, Alta., has sold out to H. H. Barnes of that place.

H. E. Lawrence, general store, Napinka, Man., has sold to N. Pickard.

J. H. Green & Co., Kildonan West, Man., have sold to J. C. Goodenough.

Through a regrettable error it was stated in a recent issue that S. W. Smith, Cardale, Man., had sold out. Mr. Smith has voluntarily joined the colors, and

during his absence his business is being conducted by E. E. Hardy.

Thompson & Logan, High River, Alta., have sold to Claughton Bros. of the same place.

Peikoff & Orloff, general store, of Glenella, Man., have removed to Vista, Man.

M. Lemoge of the High River Trading Co., High River, Alta., has sold out to Bethard Bros.

The P. Burns Company have secured the Bijou Theatre, Prince Albert, and will use the building for the candling of eggs, prior to storing in the Northern packing and cold storage plant.

J. Lowry French, of the A. MacDonald Company, wholesale grocers, Regina, has gone to Denver, Colorado. Mr. French is an American citizen and returns to his former home to don the khaki in Uncle Sam's army.

B. J. Allbright is installing new machinery in the Craik flour mill which when set in motion will double the capacity of the mill. The mill was closed while the machinery was being installed, but is now working full time.

Appreciation of the efforts of the Moose Jaw Retail Merchants' Association in their endeavor to secure a half-holiday on Wednesdays during the months of June, July and August is expressed by Retail Clerks' Protective Association of Moose Jaw in a resolution passed at a recent meeting.

The MacDonald-Crawford Company have decided to erect this spring an extension to their warehouse in Moose Jaw. Two lots adjoining their present building were recently purchased from the city of Moose Jaw for $2,500 and a brick warehouse will be constructed thereon at once. The plans have been prepared and call for a brick building of one and a half storeys. The addition will nearly double the capacity of the present warehouse.

THE SASKATCHEWAN CONVENTION

The convention of the Saskatchewan Retail Merchants' Association that opened in Saskatoon this week will be fully reported in next week's issue of CANADIAN GROCER. B. T. Huston, managing editor of the MacLean Publishing Company trade newspapers, is at present in Saskatoon representing CANADIAN GROCER at the session.

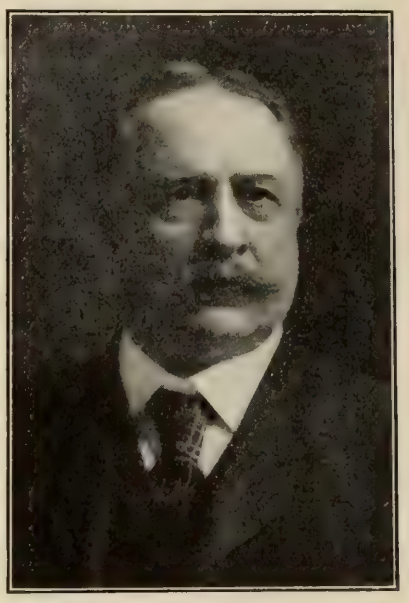
THE CHICKEN CHOWDER CLUB

The Chisholm Milling Company, Toronto, has adopted a novel method of encouraging the production of poultry and eggs. The idea is a contest in production, and the contest is under the name of the Chicken Chowder Club. There are nine prizes offered for success in some particular phase of chicken and egg cultivation. The contest starts May 15, 1918, and closes on the same date next year. The company expects that this idea will be productive of large results in increasing the interest in chicken raising especially among younger folk.

PRESENTATION TO H. B. GORDON

H. Bruce Gordon, the retiring president of the Manitoba and Saskatchewan Wholesale Grocers' Association, was recently presented with a handsome grandfather's clock, at a gathering of wholesalers from all parts of the provinces held recently in Winnipeg. The presentation was made by R. R. Wilson, of Campbell Bros. & Wilson.

Mr. Wilson, referring to his 35 years' acquaintance with Mr. Gordon, enumerated many instances of how the latter



H. B. GORDON,
Retiring President of the Wholesale Grocers' Association of Manitoba and Saskatchewan.

has worked incessantly for the benefit of the wholesale grocery business, and pointed out that in recognition of his ability Mr. Gordon has become known as the "dean" of the business in Western Canada.

S. C. Burton, the new president, also spoke and expressed the hope that Mr. Gordon would continue to lend his assistance and support to the association.

New Goods Department

RECORD BOOK FOR EXTRACT SALES

The Ontario Temperance Act amendment requires that all merchants selling flavoring extracts shall keep a record of these sales in a book especially provided for this purpose. Thomas H. Litster, 38 Front street east, Toronto, have published a book to be used for this purpose. The book, as well as having spaces for all the necessary data, has a reproduction of the clauses of the Act dealing with this matter.

SOMETHING NEW FOR THE CARD-WRITER

(Continued from page 28.)

be made in other forms that are shown here. Of course if you are a beginner it will be advisable for you to keep to the chart formations for a long time because when you have mastered them you will have done a big work. If you have been a follower of these lessons for some time back you will remember what was advised in regard to the method of handling the brush. However, for this lesson at least we are going to make a slight change in this method. Previously we advised you to hold your brush at a writing angle, but for this we shall ask you to hold the brush at right angles with the card you are working on. The reason for this is it gives you a better control of the brush for making this type of lettering. You must get right up on the end of the brush and keep the brush well filled with color, which should be slightly thicker than what is commonly used. Work with a free arm movement and don't cramp your fingers up.

For practice work rule out a blank card with the guide lines as shown in the practice chart and select various strokes or combinations of strokes and practice them until each is perfect. You can go all over each letter in this way and you will find it very helpful.

The upper case of the chart shows a great many plain lines which it should not be hard to master. Balance up each letter properly and don't forget that all strokes should be the same width.

A feature of this alphabet is that the corners, as you will notice, are all cut off with a little angle stroke, which is



very effective when they are joined up on a completed show card as you will notice. Care should be taken not to spread the lettering too much over the surface of the cards, and above all remember to show plenty of white background to make the lettering stand out

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THERE has been some doubt expressed in the levying of the excise tax on tea as to whether dealers holding over 1,000 lbs. should pay the tax on the whole amount, or whether the 1,000 pounds would be an exemption and the tax levied only on the amount over and above this quantity. A ruling from Ottawa indicates that the tax will be levied on amounts over and above 1,000 pounds; that is, the first 1,000 pounds is exempt from the excise tax.

The War Trade Board, after consultation with the United States Department of Agriculture, announces that on and after May 6, 1918, exporters to Canada of corn to be used for any purpose will not be required to present to the collector of customs a grain-inspection certificate indorsed by a Federal grain supervisor, as required in former announcements.

No change has been made in the rule requiring that all applications for licenses to export corn for any purpose to Canada must be accompanied by a Canadian import license permitting the consignee named in the application to import the quantities specified therein.

Exporters should not apply for an export license until they have received from the prospective importer such import license, which should be securely pasted on the back of the application for an export license.

Business generally shows considerable improvement over the previous week.

MONTREAL—Firming tendencies are evident in several lines this week, although actual changes are few. Molasses has advanced three cents a gallon, and at this the demand is active and deliveries are being effected. The sugar situation is firm, and deliveries are maintained, with the outlook more favorable. Nut markets are very firm, as are also those of spice, tea, coffee, canned goods, rice and raw Jamaica crystal sugar. Chicory is up 5c per lb., while ground sulphur is down one cent. Some jams are coming to hand better than formerly. Flour markets are unchanged, but shorts and bran are reduced 40c per ton to equalize freights due to water transportation, this reduction applying to all shipments, whether made to all lake or lake and rail or all rail destinations.

TORONTO—The sugar situation shows a somewhat easier tendency during the week as regards supplies. The demand as yet is far in excess of arrivals, but the general feeling is materially improved. As regards sufficient quantities being available for the preserving season, the consensus of opinion was that every householder would be able to procure sufficient to carry her through.

Fresh imported vegetables are reaching the local market in increasingly large quantities and enjoying a splendid sale. Wax beans, beets, carrots, onions and green peas are being offered and sold at high prices against stocks carried over this winter. This is notably true of onions, and would seem to explain in some measure why there are so many of this vegetable going to the incinerators.

Reports from California indicate a further setback to the orange crop, and Valencias have undergone a sharp advance. This will very likely be reflected here, though stocks at present are in fair condition, with prices on about the same basis as ruling for some time past. Ontario barreled apples are getting cleaned up pretty well, and last shipments of boxed are reported arriving. Grapefruit is in light supply, and pineapples hold firm, with stocks none too heavy. Strawberries have registered a substantial decline, though the market has strengthened somewhat over low figures reached towards end of last week.

Whereas there are a few points to be cleared up in reference to some of the items of new taxation, the trade has generally adjusted itself as far as possible to the proposed legislation. The demand on tea and coffee has been curtailed to some extent by the increased prices, but reports from retailers generally indicate that consumption shows little or no dropping off at present, and a resumption of normal buying activity may be expected as requirements develop.

WINNIPEG—The sugar situation in the West continues to be serious. Supplies are very light, and there seems no indication of any improvement in the near future. There is an easier feeling in the rolled oats market owing to the fact that milling oats are found to be far more plentiful than was anticipated. Supplies have been pouring in from sources that were undreamed of; this is giving ground for the hope that the same condition may be found to prevail in wheat. Cornmeal is likely to be somewhat more plentiful in the near future as larger supplies of corn are becoming available. Rice is expected to show further advance owing to firm prices on primary markets. Dried fruits and canned goods are moving out well.

QUEBEC MARKETS

MONTREAL, May 15.—The week's changes are very few and trade in a general way is stated to be fairly good. Country conditions are better in a general way than those applying to city demand. One jobber has made some small revisions on oat products, but these make no change in the quotations given in lists following.

Sugar Price Holds; Outlook Is Good

Montreal.

SUGAR.—The refined sugar situation may be reported as quite promising, and from all reports gathered there is a better outlook than for some time. There is a general feeling that prices will be maintained, and that these may even go somewhat higher. This opinion is varied, however, and one refiner sees nothing to point to a higher price basis. Differentials have been changed, however, and these are now issued separately by the various refineries, as they have made changes to suit their own lines, thus doing away with the common differential table heretofore used. Prices are held unchanged, and "Acadia" is quoting $8.80 for refined sugar.

	100 lbs
Atlantic Sugar Company, extra granulated sugars. 100 lbs.	**8 90**
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	**8 80**
Special icing, barrels	**8 70-9 05**
Icing (25-lb. boxes)	**9 10-9 40**
Icing (50-lb. boxes)	**8 90-9 20**
Diamond icing	**8 70-9 05**
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

No Change Noted In Canned Goods

Montreal.

CANNED GOODS.—The market is firm and sales are very good. There are indications of continued demand, and supplies seem to hold out very well, considering that these have been reported short in certain points. Prices hold firm, but there are no changes of any kind. A large sale is anticipated for a new vegetable soup just put out, which is obtainable at 95c per doz., and which will, therefore, make a 10c seller.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Applies (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Maple Syrup In Demand; Quantity Statements Vary

Montreal.

MAPLE PRODUCTS.—The sale of syrup has been good, and sugar sales too have been satisfactory. It is just a little difficult to know the extent of holdings, as some state the supply to be short, while others again state that this is fairly good. Prices are well maintained, however, and there is a general firmness of undertone to both sugar and syrup. Some of the product is this year being marketed in other than the usual tin containers, wooden kegs being used by some.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 85	1 90
Syrup, 5-gal. tins, per gal.	....	1 85
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Coffee May Be Harder To Obtain

Montreal.

COFFEE.—The prices have not been very definitely adjusted by some of the importers as yet following the new regulations. There is a general advance of 5c per pound, and price ranges will be forthcoming in the immediate future and will be quoted. At present there is a fair demand and ample supplies to meet this. There is a suggestion that the supply of coffee will not be available in the usual volume, and that this may be probably not more than 60 per cent. of normal. This opinion was expressed by a representative importer, but further confirmation will doubtless be forthcoming. Cocoa is held unchanged, and a good demand exists.

Coffee, Roasted—		
Bogotas, lb.	....	....
Jamaica, lb.	....	....
Java, lb.	....	....
Maracaibo, lb.	....	....
Mexican, lb	....	....
Mocha, lb.	....	....
Mochas (genuine)	....	....
Rio, lb.	....	....
Santos, Bourbon, lb.	....	....
Santos, lb.	....	....
Cocoa—		
Bulk cocoa (pure)	....	....
Bulk cocoa (sweet)	...	....

Corn Syrups Firm; Molasses Up 3c

Montreal.

SYRUPS AND MOLASSES.—The situation on corn syrups rules with a firm undertone. Sales are large, and there seems to be an unabated demand for the product. In fact, syrup sales all around are said to be good. The demand for molasses is good, and prices have advanced this week 3c per gallon. In speaking with one of the large importers, CANADIAN GROCER asked if there would be ample supply this year for the needs of Canada, and he said: "I think there will be enough. We are getting supplies in now from week to week, and they are being sent out to our customers, but there should be sufficient to meet demands."

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Prices for Island of	Montreal
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	**5 50**
Barrels, per 100 lbs	**8 00**
Half barrels, per 100 lbs	**8 25**

Rice Unchanged; Supplies Shorter

Montreal.

RICE AND TAPIOCA.—The market is steady and prices are still firm, but without any revisions whatever. In the Southern import points the commodity is reported scarce, and prices are very firm in consequence. There is likely to be a continued strong position, with a firm market for some time, in view of transportation, and also the usual items of labor and increased demand because of shortage in other food products.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 60
Siam (fancy)	10. 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15*	0 16

Dried Fruit Steady; Demand Fair

Montreal.

DRIED FRUITS.—The situation is normal and prices are without any change whatever. Supplies have been coming in that were ordered a great while ago, one jobber stating that he had just received a shipment of raisins that were ordered a year ago. Transportation has been improving somewhat, however, and this is a welcome change for those

dependent on outside sources for their stocks. Prices on peels of all kinds are said to promise large advances of from 10c to 12c per lb. for next season.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)—		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	6 84
Do., Dromedary	....	7 92
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 20
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Nuts Will Be High; Supplies Limited

Montreal.

NUTS.—At present there is not a great deal of interest in the situation excepting in that of the prices for walnuts, almonds, etc. These will rule very high, authorities think, and direction is given to a special review of the position on this commodity elsewhere in the present issue. Some think that walnuts will be very much higher than they are today. The amount of trading at present is limited. but there is some buying on the part of those who see that prices are likely to be higher if they defer securing their needs now. Supplies are stated to be light. Peanut prices are very uncertain and pending revisions that have been made by jobbers these are withdrawn for the week.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	....	....
Peanuts, "Diamond G"	....	....
Peanuts (coon), per lb.	....	....
Peanuts (Jumbo), per lb.	....	....
Peanuts, shelled, Spanish, No. 1	....	....
Peanuts, shelled, Virginia, No. 1	....	....
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Carrots, new (doz. bunches)	....	1 50
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 72
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

Cereals Unchanged; Rolled Oats Easy

Montreal.

CEREALS.—While there have been some slight revisions of price here and there in the price of rolled oats and oatmeals, the range given below covers the market. There is an undoubted easier position in oat products, but this is not well defined, and some look for an early reaction with a firming tendency. Sales are fair, and for cornmeal and other lines in the list the demand is seasonable. Rye flour is in good demand, as is also corn flour.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 40	7 25
Barley, pearl	8 25	8 75
Barley, pot, 98 lbs.	6 15-6 25	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	6 50	7 25
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 04-6 25	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb bags	5 50	5 80
Rolled oats (family pack.), case.	5 50	5 80
Rolled oats (small size), case.	2 07½	2 12½
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots 98 lbs.	8 25	8 75

Flour Sale Fair; Feeds Somewhat Lower

Montreal.

FLOUR AND FEED.—The flour market is held without any change whatever and is now on a fairly steady basis. Demand continues with a greater use of the white flour substitutes. Export has naturally been heavy under Government requirements. The prices of substitute flours seem to have been of an uncertain and somewhat unstable nature for the past few days, there being larger offerings of some, with a consequent easier feeling. It is just a question whether there will be much revision of price in view of the continued good demand. Bran and shorts have been reduced by some of the mills 50c per ton. The same has been done to somewhat equalize the difference in lake and rail shipments, and all are on the basis Montreal freights at these quotations. Demand still is large.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers.	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	....	35 00
Shorts	....	40 00
Crushed oats	66 00	73 00
Barley chop	75 00	87 00
Barley meal	75 00	77 40
Feed oats, per bushel	1 06	1 10

Lots Of Beans, But Some Inferior

Montreal.

BEANS.—There is a fair demand for beans and quantities of good grades, while limited in some cases, are sufficient for the trade requirements. Of the Nos. 2, 3 and 4 grades, one of the best bean authorities in Montreal stated to CANADIAN GROCER that there was a very large quantity, but that for these there was very small demand. Prices are without much change, but as the varities carried in some jobbers' hands are of uncertain quantity and trading is desired, favorable quotations may in some cases be had.

Beans		
Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Cream Of Tartar Up; Spice Prices Firm

Montreal.

SPICES.—While there are still no new prices on spice, the markets are decidedly firm and at outside points there is little change. In a general way the trade conditions are quiet both here and at import centres, with a generally firm position. It was stated that the position on cream of tartar is very strong, and there was an advance of from 4c to 5c a pound in some points. Nutmegs are very scarce.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	....	0 35
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Paprika	0 45	0 50
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Vegetable Trade Is Better; Some Advances

Montreal.

VEGETABLES.—The demand for vegetables is very satisfactory—for many of the lines in the list at least. Some of the coarser vegetables, such as carrots and turnips, are a little higher, and this is explained through the fact that supplies of good grades are getting smaller. It is stated that the heavy demand for potatoes for seed may have the effect of advancing prices 15c to 20c per bag. Cabbage is lower and leeks are down to $3.50 per dozen bunches. Altogether prices are quite well maintained.

Beans, new string (25-lb. basket)	....	4 50
Beets (60-lb. bag)	....	0 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	....	2 50
Cabbage, Montreal, doz.	1 00	1 50
Cabbage (New Florida), crate.	....	7 00
Cabbage (New Florida), hampers	....	1 65
Carrots (bag)	....	1 00

Celery (Wash.), doz.	....	1 65
Celery, Florida	2 75	3 25
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers, hampers	....	6 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (3 doz.)	2 50	2 75
Lettuce, curly (doz.)	0 90	1 00
Lettuce (Boston) as to size, box	2 25	3 50
Lettuce (Florida), hamper	2 75	4 00
Lettuce (California), 5 doz.	5 50	6 50
Leeks	....	3 50
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (70-lb. bag)	....	1 00
Onions, red (100-lb. bag)	....	2 50
Onions, spring, doz.	....	1 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 60
Romane	....	0 50
Radishes (doz.)	....	1 00
Rhubarb, doz.	1 50	1 75
Spanish onions, half cases	2 25	3 50
Spanish onions, large crate	4 50	6 00
Spanish onions, small crate	1 50	2 75
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	1 00	1 25
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	4 75	6 00
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 00

Oranges Are Easier; Strawberries Down

Montreal.

FRUITS.—The markets are fairly active, with a good demand for strawberries, pine apples, oranges and bananas. The latter are coming to hand very freely now, and prices will perhaps be more favorable soon. Strawberries are selling at 18c per box this week for quarts. Apples are somewhat firmer, and this is due to the fact that available supplies of good grades are not so large. A more favorable price is now quoted on oranges according to grade.

Apples—		
Ben Davis	4 00	4 50
Russets	4 50	5 00
Nonpareil	....	5 00
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	....	2 75
Bananas (fancy large), bunch	4 00	4 50
Cranberries (gallon)	....	1 25
Cocoanuts, sack	7 25	9 00
Grape fruit (fancy Jamaicas)	.3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96	....	4 50
Grape fruit (fancy Porto Ricos) 54, 46	3 75	4 25
Lemons (fancy new Messina)	....	4 50
Lemons (choice)	....	4 25
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 00	7 25
Oranges, Porto Ricos	....	5 50
Oranges, California navels	6 00	7 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Pincapples, Cuban (crate)	....	5 00
Pineapples, Florida	5 50	6 50
Pears, eating (doz.)	0 30	0 60
Strawberries (box) (quarts)	....	0 18

Some Say Tea High For Next Fall

Montreal.

TEA.—It is stated by some that teas will be very much higher next fall, and that even though there are some considerable quantities of lower-priced teas available at the present time, these will be used up ere long. Some importers state that they are now buying for import, and this would indicate that there is confidence in the future trade conditions for this commodity. There is a disinclination in some quarters to name new prices at the present time, and the following range will cover the market for the present. Trade is somewhat quieter than usual at present:

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

ONTARIO MARKETS

TORONTO, May 15.—There have been very few changes to report during the week, markets on practically all lines maintaining an even trend. The exception might be found in fruits and vegetables, which have shown considerable variation, but this is by no means an unusual condition. The general tone of business is considerably improved over the showing of the preceding week and orders aggregating a very nice volume of trade are going forward.

Sugar Situation Seems Somewhat Easier

Toronto.

SUGAR.—The general feeling in sugar seems to be somewhat easier, and whereas the demand is still considerably in excess of supply receipts show some improvement, with a corresponding improvement in distribution. Asked as to how liberally supplies might be expected when preserving season arrives, the consensus of opinion was that ample would be available for every householder. An advance of 10c per 100 pounds has been made in Acadia Sugar Refinery lines, bringing to-day's price on extra granulated to $9.07. Quotations prevailing to-day follow:

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	9 07
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Baking Powder And Custard Powders Up

Toronto.

BAKING POWDER, CUSTARD POWDERS.—New prices have been named on baking powder, the Royal now selling at $1.75 per dozen for 4 oz.; $2.50 per dozen for 6 oz.; $2.95 per dozen for 8 oz. Higher quotations on Harry Horne's custard powders are also being put into effect, the 72 5 oz. tins to sell at $1.40 per doz., and 24 15 oz. tins at $3.25 per dozen. Water glass, 48 1 lb. tins has advanced to $1.45 per dozen, and other items to follow the upward trend are Ocean Blue, which now sells at 23c per pound; stove polish at $1.10 dozen; Dalley's French mustard, $3.20, 24 15c tumblers, $1.25 dozen; castor oil, 12 2 oz. at $2.25 doenz, and oyster shells $1.25 bag.

Molasses Hold Firm; Syrups Unchanged

Toronto.

MOLASSES, SYRUPS.—There has been little new development in these commodities during the week. In some lines molasses is in very short supply, while others report ample stocks. A very good demand is being experienced for molasses, many people endeavoring to save butter and sugar by its use. Prices hold firm and unchanged. Crystal Diamond syrup, 2's, is being quoted at $5.50 case. A very fair demand is reported for all lines and stocks are in very good shape.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	5 50
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy, Barbadoes, barrels	....	1 00
Choice Barbadoes, barrels	....	0 90
West India, ½ bbls., gal.	0 55	0 65
West India, 10-gal. kegs	....	6 50
West India, 5-gal. kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 75
Tins, 3-lb. table grade, case 2 doz, Barbadoes	....	6 40
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Some Jams Higher; Vegetables Moving

Toronto.

CANNED GOODS.—There have been two or three slight revisions in jam and marmalade, Stuart's black currant and plum jam, 24 tumblers, selling at $1.50 per dozen, and Stuart's orange marmalade, 12 4 lb. tins, moving up to 74c tin. A very satisfactory movement of canned vegetables is reported and indications are that a very fair demand will continue for the next few months as far as this can be determined. Prices have held firm and unchanged.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 85	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	2 00	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Miniget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin	0 82	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Little Of Interest In Dried Fruits

Toronto.

DRIED FRUITS.—There have been no developments of a particularly interesting character during the past week in any of the items noted below. Prices have held firm and unchanged, and a very fair movement to the retailer continues to be manifest.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Teas Moving Along In New Channels

Toronto.

TEAS.—The course of tea is following along in the new channels as regards price, and a fair movement only is reported. Indications are that retailers have a fair supply on hand and are holding back on buying for a while. Reports from this source are to the effect that the consuming demand shows little or no falling off as a result of higher prices named. There is still some doubt as to the working out of some clauses of the new tax, but an early decision is looked for.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Holds Firm At New Levels

Toronto.

COFFEE.—There is nothing new to report in respect to coffee. Prices are holding firm at new levels established, but business is along comparatively narrow lines. Some difficulty is still apparent in getting licenses for shipments through the United States, but it is felt these will be forthcoming before any undue shortage develops.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Peppers Make Further Advances

Toronto.

SPICES.—Further high prices have been named for peppers during the week, black being quoted in some quarters at 43c to 45c per pound, and white at 47c to 49c per pound. Other lines remain at high levels established, and that further advances may come is not unexpected. Supplies are reaching the vanishing point in many lines.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Pickling spice	0 22	0 25
Peppers, black	0 43	0 46
Peppers, white	0 47	0 49
Paprika, lb.	0 45	0 55
Nutmegs, selects, whole, 100s	....	0 45
Do., 80s	....	0 55
Do., 64s	....	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 45	0 68
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

All Lines Nuts In Firm Position

Toronto.

NUTS.—Every line of nut is reported in very firm situation, and the question of future supplies contains a decided element of uncertainty. Prices on almonds show a wide range, and in some quarters it is intimated that 55c per pound is not an unlikely figure to be reached. Filberts show a narrower range in prices named at 19c to 22c per pound. Jamaica cocoanuts are reaching the local market, being quoted at $8.00 per sack, 100's.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 19	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 24
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 16
Cocoanuts, 100s	....	8 00
Shelled—		
Almonds, lb.	0 43	0 50
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 70	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Beans Remain Firm And Unchanged

Toronto.

BEANS.—Prices on beans have been firmly maintained and little of interest marks the situation generally. The movement is by no means heavy, and stocks are in very good shape.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 19	0 22

Little New In Rice Situation

Toronto.

RICE.—There is nothing new to report on the rice situation. Prices have held firm and unchanged with ample stocks reported to take care of the demand.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Package Goods Show No Change

Toronto.

PACKAGE GOODS.—There has been no change made in any of the lines of package goods during the week as far as price is concerned, and there is little of interest in the situation generally. Demand continues along narrow lines.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 85	6 35
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons.	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Maple Syrup Slightly Easier; Honey

Toronto.

HONEY, MAPLE SYRUP.—A slightly easier tendency is noticeable in some quarters on maple syrup, Imperial gallon tins selling down to $2.00 each. A fair movement continues to manifest itself. There is nothing doing in honey. Stocks are pretty well cleaned up and orders by no means heavy.

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	....	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	....	18 50
No. 3, 32-oz. bottles, 24 to case.	....	16 70
Gallon tins, Imperial, per gal.	2 00	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Apples Cleaning Up; Bananas, Oranges Firm

Toronto.

FRUIT.—Apples, both boxed and barreled are getting cleaned up fairly well, the last shipment of boxed being reported in, and many lines of Ontario barreled being taken off the list during the week. Bananas are said to be rather scarce, and prices are holding firm. Boats formerly transporting these are being used in the sugar trade, which has resulted in shortage. From primary points indications are that the orange crop has suffered another severe setback and prices have made a sharp advance. The question of supplies locally then presents difficulties, although prices for the week show little change, with a firm undertone ruling. Pineapples have firmed up somewhat, and in view of light receipts higher prices may result. Strawberries weakened considerably towards the end of last week but show signs of reviving again. A wide range is noticeable in quotations of 23c to 32c per quart box. California cherries have reached the market and are being quoted at $4.50 to $5.00 per box. Messina lemons are beginning to arrive but the effects of delays in shipping is shown in a somewhat weak condition.

Apples—		
Winesaps, box	2 75	3 50
Ontario—		
Baldwins, No. 1, bbl.	....	7 00
Starks, No. 1, bbl.	....	4 50
Do., No. 2	....	3 50
Ben Davis, No. 1, bbl.	3 50	4 00
Do., No. 2, bbl.	2 50	3 50
Nova Scotia—		
Baldwins, No. 1	....	4 50
Do., No. 2	....	3 50
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	4 00	4 50
Do., per lb. (crates extra)	....	0 06½
Cherries, Cal., box	4 50	5 00
Grapefruit—		
Floridas, 36s, 46s, case	....	4 50
Do., 54s, 64s, 80s, 96s	5 50	5 75
Cuban and Porto Rico, 54s, 64s, 80s, 96s	4 50	5 00
Oranges—		
Valencias—		
96s	....	7 50
100s	....	6 25
126s	6 75	7 50
150s, 176s, 200s, 216s	7 00	7 50
250s	....	7 00
288s	5 50	6 50
324s, 360s	....	4 50
Valencias	5 50	8 00
Lemons, Cal., case	5 00	6 00
Do., Messinas, box	5 50	6 00
Pears, Cal., box	....	....
Pineapples, Porto Rico, cs. 24-30s	....	6 50
Rhubarb, dozen	0 65	0 90
Malaga grapes, keg	....	....
Strawberries, pints, 24s	....	....
Do., quarts	0 23	0 32

New Vegetables Arriving In Good Volume

Toronto.

VEGETABLES.—New vegetables are reaching the local market in good quantities and enjoying a ready sale. Among the lines now in are waxed beans selling at $4.00-$4.50 hamper; new beets at $1.75-$2.00 hamper; new carrots at $2.00 hamper; new green peas at $3.75 hamper, and Canadian asparagus at about $1.00-$1.25 dozen. Cabbage is in good supply and prices have shown a considerable decline. Cucumbers are very scarce and quotations are being made at fairly high levels. Texas onions are arriving quite freely and enjoying a good sale at $2.75 per 50 lb. crate. East Florida tomatoes are cleaning up somewhat earlier than usual, and West Coast are coming along. It is expected prices will hold up around present levels.

Asparagus, Canadian, doz.	1 00	1 25
Do., Carolina, crate 2 doz.	....	6 50
Artichokes, Cal., doz.	....	1 25
Beans, Wax, hamper	4 00	4 50
Beets, bag	0 75	1 00
Do., new, hamper	1 75	2 00
Brussel sprouts, quart	....	....
Cauliflower, Cal., standard crates	3 25	3 75
Cauliflower, Cal., pony crates	2 00	2 25
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	3 00	3 25
Do., Carolina, crate	3 25	3 50
Do., Mississippi, crate	3 25	3 75
Carrots, bag	1 00	1 25
Do., new, hamper	....	2 00
Cucumbers, Boston, doz.	....	....
Do., Florida, hamper	....	....
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hamper	3 00	3 75
Mushroms, basket	....	3 25
Onions—		
Spanish, crates	....	3 00
Spanish, half crates	1 50	1 75
Texas, 50-lb. crate	....	2 75
Do., Canadian, 75-lb.	....	1 25
American, 100-lb. sacks	....	1 50
Peas, green, new, hamper	....	3 75
Potatoes—		
Ontario, bag	1 65	1 85
N.B. Delawares	1 75	1 90
P.E.I., bag	....	1 75
Spinach, Canadian, bushel	....	2 00
Tomatoes—		
Floridas, 120s, 144s, 180s, case.	5 50	6 50
Parsnips, bag	0 75	0 80
Parsley, doz. bunches	0 75	0 90
Peppers, green, doz.	0 75	1 25
Turnips, bag	0 75	0 85

Flour Still Pursues Its Natural Course

Toronto.

FLOUR.—There is no deviation in the course pursued by flour, which follows along its prescribed channels. Prices are firm and unchanged.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Mill Feeds Show No Variation

Toronto.

MILL FEEDS.—There have been no new developments in mill feeds during the week. Business continues good and prices the same.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40

Cereals Holding In Steady Market

Toronto.

CEREALS.—All lines are holding in steady market and there is nothing new to report. Rolled oats are not moving any too freely and stocks are ample. A very fair movement in all other lines is reported and prices are being made on the basis shown below.

	Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	8 00	8 25
Barley, pot, 98s	6 00	6 25
Buckwheat Flour, 98s	....	6 50
Carnmeal, 98s	7 00	7 25
Corn flour, 98s	....	7 00
Farinas, 98s	....	....
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 50	6 60
Hominy, pearl, 98s	6 50	6 60
Roilled oats, 90s	5 80	5 85
Oatmeal, 98s	6 40	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs.	11 00	12 00
Wheatlets, 98s	....	....
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, May 15.—New tariffs imposed by the Finance Minister a week ago have caused considerable extra work to the jobbing trade who have been busy ever since getting out new price lists. These are now ready for the trade. During the past week jobbers have been trying to do two days' work in one.

The rice market is very firm, and one of the best indications of this is the way the Chinese grocers and restaurant owners have been buying rice during the past week. It is stated that this is a good criterion of the way rice is likely to go. It would almost seem that the information is transmitted among the Chinese by mental telepathy, because when a change

in the market occurs they usually all buy together. They certainly have been buying heavily on Siam rice during the past week.

Sugar Situation Still Bad In West

Winnipeg.

SUGAR.—The situation has been worse than ever. Considerable annoyance is caused the trade by having to explain to some dealers why they are unable to supply sugar. This is particularly the case when the retailer is a foreigner, who finds it difficult to understand why the sugar supply should be cut off. Jobbers state that refiners advise that the scarcity will likely continue for some time.

Big Syrup Demand Despite High Price

Winnipeg.

SYRUPS.—Despite the recent advance in the price of corn syrup, there continues to be a very good demand for it. Corn syrup, of course, is the only line selling on this market, cane syrup having withdrawn. The demand for molasses is very small just now, and no advance is looked for by the trade.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 85
5-lb. tins, 1 doz. case, per case	5 50
10-lb. tins, ½ doz. case, per case	5 25
20-lb. tins, ¼ doz. case, per case	5 25
Barbadoes Molasses—	
In half barrels, per gal.	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 63

All Dried Fruits Moving Out Well

Winnipeg.

DRIED FRUITS.—All lines of dried fruits are moving very well. There is a much better demand now for evaporated apples, which have dropped to a low figure. One house is quoting 18c for 50's choice, and is doing a fairly good business. They state that they do not expect it to drop lower than this.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	....	0 10
80-90s, 25-lb. boxes, per lb.	....	0 10⅝
70-80s, 25-lb. boxes, per lb.	....	0 11¼
Apples—		
Choice, 50-lb. boxes, lb.	0 18	0 18¾
Pears, choice, 10-lb. bxs., faced, lb.	....	0 16
Apricots—		
Choice, 25's	0 23¾	0 25
Choice, 10's	....	0 26
Peaches—		
Choice, 25-lb. boxes	....	0 16
Currants—		
Fresh cleaned, half cases, lb., Australian	....	0 24¼
Raisins, California—		
16 oz. fancy, seeded	....	0 11⅞
16 oz. choice, seeded	....	0 11
12 oz. fancy, seeded	....	0 09¼
12 oz. choice, seeded	....	0 08¾
Raisins, Muscatels—		
3 crown, loose, 25's	....	0 11
3 crown, loose, 50's	....	0 10½
Raisins, Cal. Valencias—		
3 crown, loose, 25-lb. boxes	....	0 10½
3 crown, loose, 10-lb. boxes	....	0 11
Figs—		
California, white figs, 25s	....	0 12
Peel—		
Candied lemon, boxes, lb.	....	0 23½
Candied orange, boxes, lb.	....	0 26½
Candied citron, boxes, lb.	0 32	0 38
Cut mixed, 7-lb. boxes	....	0 28½

Still Higher Prices Expected On Rice

Winnipeg.

RICE.—Jobbers are warning the trade that further advances are bound to take place in the price of rice. Siam is to-day bringing 9¼c and is selling very freely at that figure. The trade can gauge how reasonable this price is when they learn that Siams usually cost the wholesaler $9.70 per cwt. to-day. Japanese rice cannot be bought at any price in Japan.

Extra fancy, Japan, 100-lb. bags		0 10½
Fancy Japan, 100-lb. bags		0 09½
Choice Japan, 100-lb. bags		0 08½
Siam, 100-lb. bags		0 09¼
Tapioca, lb.	0 13½	0 14
Sago, lb.	....	0 11

Japanese Limas Replace California's 15½-16c

Winnipeg.

BEANS.—The market for white beans is reported to be steady, and quotations in Winnipeg are around $6.45. California Lima beans are off the market here, and their place is taken by Japanese Limas, selling at 15½c for sacks and 16c for less. They are reported to be selling well.

Barley—		
Pearl, 98-lb. bags, per bag	....	7 25
Pot, 98-lb. bags, per bag	....	5 15
Beans—		
Lima, Manchurian	....	0 17
Fancy white, bushel	....	6 50
Peas—		
Split, 98-lb. bags, per bag	....	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole, green, lb.	....	0 11¾

Corn Bringing $4.95; Tomatoes $5.20

Winnipeg.

CANNED GOODS.—All lines of canned goods are in good demand. Despite the fact that they are moving well, the trade all seem to be fairly well stocked. Corn is slightly higher at $4.95. Tomatoes are bringing $5.20.

Expect Cornmeal In Larger Supplies

Winnipeg.

CORNMEAL.—Cornmeal has been very scarce for a long time and is still very hard to get. However, large supplies are expected before long.

Rolled Oats A Drug On The Market

Winnipeg.

FLOUR AND FEEDS.—Millers are at a loss to know what the future has in store. They are tied up by the Government to ten days' run. Immediate effect on local trade is that the mills will not make a determined effort to keep full stocks in the country. If they are able to run in June, that is, if there is sufficient wheat to keep them running, it is likely that 90 per cent. of their output of flour will go to the Wheat Export Co. for overseas. Some of the Western mills have sold their entire output for the month of May to the Wheat Export Co., and are making no endeavor whatever to solicit business for domestic purposes.

Rolled Oats.—A strange thing has happened in the oat market. For a long time back the market has been tending upward because it was felt that the time was not far distant when it would be impossible to buy milling oats. On the contrary it has been found that there is more oats in the country than was ever dreamed of, with the result that rolled oats is almost a drug on the market at the present time, and a decline is almost sure to take place. Millers are hoping they will discover later on that the same thing has happened in the case of wheat, i.e. that there is more wheat in the country than they ever dreamed of.

Feeds.—Feeds are selling at the same price, and there is still a big demand.

Govt. Standard Flour—		
Cash carload price	....	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 70
Cereals—		
Rolled oats, 80's	4 75	5 00
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98's	....	6 00
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80

WEDNESDAY HOLIDAY IN PORT HOPE

The grocers of Port Hope met recently to discuss the matter of the weekly half-holiday. It was decided to observe the regular Wednesday half-holiday commencing the first Wednesday in May and continuing until the last Wednesday in September, both inclusive. The hour for closing the stores was fixed for six o'clock except on Saturday nights when the hour will be 10 o'clock. Nights before a public holiday will be considered the same as a Saturday.

The co-operative delivery and the cash and carry system were considered, but, while the majority favored the former, no action was taken.

NO CONTRACT FOR DRIED FRUITS PRIOR TO JUNE 1

The date at which contracts for future sales in dried fruits can be made has been changed by the United States Food Board from May 1 to June 1.

The change is announced in the belief that the delay will allow the various interests affected voluntarily to agree upon a reasonable basis on which business could be done, protecting the producers, manufacturers and consumers.

In the past it has been customary to offer dried fruits for sale as early as the first of the year. The Food Administration believes that by prohibiting such a practice it will eliminate to a great extent the speculative dealing encouraged by sales for future delivery of crops that do not actually exist at the time

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

VANCOUVER, May 14.—During the past week lard has advanced to 32½c, butter on the other hand has dropped to 49c-55c. Margarine is selling at 34c, it has been found impossible to interest the people in this product at any higher figure. Compound lard is selling at 29½c. British Columbia fresh eggs are quoted at 50c, Alberta eggs at 45c. Ontario cheese is back in the market at 25c. Hams are quoted at 35c, bacon at 44c. Potatoes are firm at $40 a ton.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	165 00
Do., Siam, No. 2	....	150 00
Beans, Japanese, per lb.	....	0 12
Beans, B.C., white	....	0 16
Potatoes, per ton	....	40 00
Lard, pure, in 400-lb. tierces ,lb.	....	0 32½
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	....	0 49
Cheese, Canadian	....	0 25
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	0 45	0 50
Oranges, box	....	7 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 14.—Matches are now being offered at prices which include excise duty. Large Ontario cheese advanced from 25½c to 26½c a pound. Lard is up ½c, 3's are quoted at $19.80. There is no change reported in the compound. Cooked hams are ½c higher. Cocoanut in packages, lump borax, sweeping compound, Dingman's blue, and tartaric acid are all higher this week. Oranges, Valencias, are $7.50 to $8.00; lemons $7.50 to $8.00. Strawberries, Tennessee, quarts, are arriving in good shape, and are selling at $8.00 a crate. Creamery butter is firm. Extra fancy Barbados molasses is quoted at a $1.15 a gallon. Syrup is getting rather scarce.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 70	4 85
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt	....	10 32
Cheese, No. 1, Ontario, large	0 25½	0 26½
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	19 80
Eggs, new laid, case	11 25	11 75
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 9[illegible]	5 50
Corn, 2s, standard case	5 50	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	6 85
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	7 50	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 14.—The market has been practically unchanged during the past week, except for the arrival of new goods. California strawberries are on the market in quantities, and seasonable vegetables are beginning to appear. MacDonald tobaccos have advanced in price.

Official government reports indicate that wheat seeding in the province is now completed, and forty per cent. of the oats are sown. Cold, frosty weather for the past week delayed seeding operations and retarded growth in some districts. The area under spring plowing shows an increase of ten per cent. over last year.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 27½
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 95
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 40
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 46
Eggs, new-laid	....	0 36
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 25
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 30
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

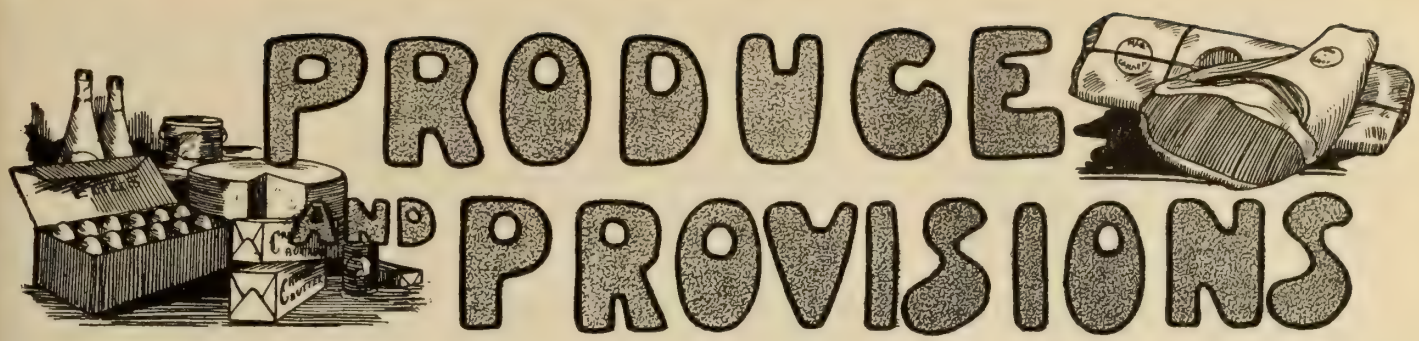
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 14.—Market conditions still upset by new war tax, some jobbers selling stocks affected at old price until cleaned out, while others have made advances at the start. Most dealers are now selling at the new prices. Tobaccos are 10c to 30c per pound higher, cigars and cigarettes also show heavy advances. Already teas have advanced 10c, and coffees 5c. Matches are selling at list prices plus net war tax. Rolled oats now quoted at $12. Rice is higher, being quoted at $10.25 to $10.35. Sugar shows a 10c advance, granulated is quoted at $9.15 to $9.20, yellow, $8.65 to $8.70. Another decline is recorded in American clear pork, now $61.00 to $64.00. Onions have started to advance, bags now selling at $2.50 to $3.00, Bermuda onions $2.75 to $3.00. There are very few early American vegetables arriving this year owing to lack of transportation facilities.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	12 00
Beans, yellow-eyed	....	10 25
Beans, Canadian, white	9 25	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	0 24	0 25
Eggs, case	0 36	0 37
Breakfast bacon	....	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 40	0 42
Butter, tub	0 38	0 40
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	61 00	64 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
New, native, barrel	2 80	3 00
Onions, Canadian, 75 lbs.	2 50	3 00
Onions, Bermuda	2 75	3 00
Lemons, Cal., Messina, case	6 00	7 00
Oranges, California, case	6 00	8 50
Grapefruit, case	7 00	8 00



Store Features Provincial Products

An Easter Demonstration Devoted to the Featuring of the Line—The Idea of the Store to Have Always Some Novel Factor to Give Interest to Their Various Special Efforts

THE Paquet Company store, Quebec, finds that novel displays have a marked influence on the sales of the store. The Easter display in the grocery department exceeded all previous records as a business getter. The Easter display in question was a demonstration of the packing products native to the Province of Quebec. The buyer of the grocery department, Mr. Debuc, conceived the idea that after the long season of Lent Easter would bring a marked increase in the demand for hams and bacon among the people of Quebec. To give a local appeal and flavor that was expected to give an added incentive to the sale it was decided to make this a sale of products actually produced in the province. The bulk of the products which were exhibited were produced at the Ecole Abattoire St. Valier. This school at St. Valier was established by the Department of Agriculture of the province which already has an outstanding reputation for the quality of its cheese and butter, to increase the output and improve the quality of its hams and bacons, and it was felt by the Paquet Store that, as well as serving their own interests, they were doing something for the country in bringing this school to the attention of the people of the province.

The Easter display of the Paquet store, a sectional photograph of which accompanies this article, was made up of hams and bacon received from this source and the illustration shows with what skill these appetizing viands were displayed to bring out the best points of the hams and bacons for which the school is becoming favorably known, and to tempt the palates of the citizens of Quebec City and the surrounding district which is served by the store.

The display occupied a very considerable section of the large grocery department of the store and the demonstration booth was the centre of interest to everyone entering the department. It was something that caught the eye and at once registered an impression, which in a measure accounts for the success of the idea.



The photo shows the arrangement of one part of the Grocery Department of the Paquet Company store during their Easter display of "Made in Quebec" goods.

The booth was lavishly decorated. Its centre was a pedestal of pails of lard, pyramids of ham and glass jars filled with salt pork. It does not sound very promising material with which to make an attractive display, but under the capable management of Mr. Debuc the display became a decidedly decorative feature. The surrounding counter was arranged with pails of lard surmounted by trays of eggs, while liberally distributed were tempting looking sides of bacon tied with green ribbon. Here and there were perched lifelike looking baby chicks. Another feature which caught the attention of the visitor to the department was a cage of live guinea pigs raised at the experimental farm. These little animals were very evidently a novelty to many Quebec people and were the cause of a great deal of discussion, some people being confident that they were some species of hare.

This Easter display illustrates only one of the novel ideas with which the Paquet Company draws attention to their grocery department. One time it is a fruit display with some novel method showing and demonstrating the uses of the fruit, or it may be a flour sale, but there is always the effort to provide something a little different to catch the attention of the public and to arouse an interest in the department. In the particular instance recorded above this object was certainly attained.

FINED FOR SELLING PORK TENDERLOIN

When the adjourned case of the three Regina restaurant and hotel men charged with selling pork tenderloin on a Friday came up in police court on Thursday, May 2, each of the proprietors was fined $100 and costs. The men stated that they understood pork tenderloin could be served under a ruling from the representative of the Canada Food Board. No direct evidence of this ruling was forthcoming and Magistrate Heffernan, acting on the order before him, imposed the lowest penalty. The judgment will be appealed. The authorities in Regina have received no official ruling as to how tenderloin is to be classed, although press reports from Winnipeg were to the effect that tenderloin had been classified as offal.

SASKATCHEWAN CREAMERIES INCREASE IN NUMBER

Saskatchewan is coming to the fore rapidly as a dairy province as well as the largest wheat-growing province in the Dominion. Under the direction of the Saskatchewan Co-operative Creameries Limited, creameries are being erected at many points in the province this spring. Tenders are called for a creamery of over a quarter of a million pounds of butter capacity at Wawota. The main building will be 48 by 60 and the cost will be $8,000, which has been subscribed by the townspeople and the farmers of the district. Other creameries are being erected this spring in other parts of the province by the Co-operative Creameries Limited.

New Butter Regulation For Saskatchewan

Grading Depots to be Established, and Grading Will be Done For Manufacturers—High Standard to be Maintained

NEW regulations for the grading of butter in the Province of Saskatchewan have just been issued. F. M. Logan, provincial dairy commissioner, has handed to the press a copy of the regulations. One feature of the regulations provides for the holding of samples of butter for some time after disposal, so that samples can be referred back in the case of dispute between buyer and seller, with regard to quality. Another feature provides for the holding of samples to be examined occasionally to determine if possible the cause of butter going off in flavor. All samples will be graded at frequent intervals while in storage in order to assist the commissioner in determining which method of butter manufacturing gives the most satisfactory results. Commissioner Logan estimates that approximately 6,000 samples of butter will be given tests this summer at Regina and Saskatoon, the two grading stations in the province.

The practice of grading actual shipments will be discontinued in consequence of the announcement of the new regulations providing for the grading of butter from samples.

The new regulations are as follows:

"1. The dairy branch will this year grade butter from samples; the grading of actual shipments will therefore be discontinued.

"2. Grading depots will be established at cold storage warehouses in Regina and Saskatoon.

"3. Manufacturers wishing butter graded will forward a 14-lb. box filled from each churning which they desire graded.

"4. These sample boxes must be forwarded by express or cool car (charges prepaid) as soon after being packed as possible, or at least once each week, addressed to the Dairy Commissioner, c/o Saskatchewan Co-operative Creameries Storage, Saskatoon or Regina.

Each Sample Marked

"5. Each sample must be marked with the specific mark allotted the creamery at which it was manufactured, as well as the number of the churning from which it was taken.

"6. Upon receipt samples will be graded and score cards forwarded promptly to the manufacturer.

"7. A brief report must accompany each sample, stating whether the butter has been pasteurized, the number of boxes in each churning, and other information which may be deemed necessary. Forms for this purpose will be supplied by the dairy branch.

Will Be Used by Department

"8. These samples will be held for educational purposes at the option of the dairy commissioner, and when the experiment for which they were held has been completed, they will be returned to the owner, or if the owner prefers, these samples will be purchased by the dairy branch at market price of butter when samples arrive at storage. The manufacturer will state on the churning report whether he wishes to sell this butter or have it returned. Payment for same will be made monthly or semi-monthly, depending upon the number of samples supplied.

"9. When sale of butter is made by manufacturer it will be necessary for him to forward to the Dairy Commissioner, Regina, a memo giving the number of each churning included in the sale, and the number of boxes from each, as well as the name and address of buyer. Upon receipt of this information grade certificates covering the shipment will be forwarded at once to the purchaser of the butter.

"10. The Dairy Branch reserves the right to regrade samples at the time grade certificates are issued.

"11. It is understood that the manufacturer, to prevent deterioration as far as possible before shipment, will hold butter in a proper storage or at a temperature below 15 degrees F.

"12. To further protect the grade certificate the Dairy Branch reserves the right to inspect butter held in private or public storage before issuing certificates for same.

Would Maintain High Grade

"13. The grade certificate is of vital importance to the dairy industry of the province, and every precaution should be taken by the manufacturers as well as the Dairy Branch for its protection. The right is reserved to withdraw the grading service from any manufacturer who has been found guilty of tampering with marks or in any way misrepresenting his butter. If grading privileges are withdrawn, the produce trade will be notified promptly."

FOOD CONTROLLER ANSWERS RETAILERS' QUESTIONS

Continued from page 24.

mands. They are the first demand upon us and he thought that no one would grudge the gift considering the very slight hardships we have had to bear compared with other nations.

At the conclusion of this brief address W. C. Miller, secretary of the Ontario branch of the R. M. A., read certain questions handed to him for answer.

Question.—Can a grocer sell such icing sugar as he has on hand, supposing he has about 100 pounds?

Mr. Thomson.—There is no restriction against his selling it.

Question.—Is it legal to compel a customer to buy other goods in order to secure sugar,

Mr. Thomson.—As long as they are not increasing sales this is legal.

Question.—How about customers who want sugar for preserving?

Mr. Thomson.—When the time comes that question will be answered.

Question.—A merchant sells to a customer what he knows to be a two weeks' supply of sugar or flour. The customer buys from other sources as well. Shall the merchant who has made a bona fide sale be compelled to receive the goods when returned.

No answer was given to this question.

Question.—Why not permit millers to put up flour in half-stone quantities?

Mr. Thomson.—This question is being considered at the present time.

Question.—A grocer is asked to receive back flour of pre war grade, is he permitted to sell this.

Mr. Thomson.—Yes.

If I have on hand a quantity of flour that at normal times would be a month's supply but under present conditions is more than that what shall I do?

Mr. Thomson.—Return it.

Question.—If a retailer takes back flour are millers required to take it back from him?

Mr. Thomson.—Yes.

Question.—What action can be taken against a merchant who has applied for a license and has not received it?

No. answer.

Question.—Is it necessary to have license number on counter cheque books?

Answer.—Only if it is used as a monthly statement.

Question.—If the amount of the previous sales are carried forward how does it affect the question.

Answer.—In that case license number will be required.

Question.—How about the sanitary conditions of homes returning food?

Dr. Hastings, Toronto Medical Health Officer, replied: We could not permit the return of food from any house where there had been a communicable disease.

Question.—Does a grocer's license permit the sale of ice cream cones?

Answer.—Yes.

Question.—Will restauranteurs be permitted to serve meat either at noon or evening meal if their preference is stated on their license?

Mr. Thomson.—We considered this matter and decided against it.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

FEATURING markets otherwise rather dull is a further advance in live hogs of 25c per cwt., making to-day's basis $21, fed and watered. This point was reached towards the end of last week, and indications are that this price will hold during the present week. Some changes have been made in dressed meats, and all lines are holding in a very firm position.

Receipts of butter continue in good volume, but a firmer tone to the market is noticeable. This has resulted in prices holding at levels reached in last week's decline, though continued heavy production will have a tendency towards easing prices somewhat.

Egg production is being very well maintained, and prices have held unchanged. Uncertainty exists as to the basis on which these may be handled by dealers in the future, with the result that storage has dropped off to practically a negligible quantity. This will very likely provide for a surplus, and may influence prices downward. The position is one of decided weakness.

New varieties of Pacific Coast sea fish are reaching Eastern markets, which would indicate an interest in lines which in the past have been thrown away, at least disregarded. Soles, brill and plaice are being offered, and the prices are very low.

Cooked Meats Up; Hogs Hold Firm

Montreal.

PROVISIONS.—The continued strength of the market is the feature of the week. All products are strong and there seems to be no indication of a lower price for any of the lines in the whole list. Receipts of live hogs are still quite light, and as a consequence there is a firm undertone to prices all around. Live hogs are quoted as high as $22.25 for selects, and for the dressed, prices run from $28.50 to $29.00 according to quality. Demand is not very active, but some trading is done. Salt meats are higher to the extent of half a cent per pound. Bacon is very firm. Cooked meats are up from one to two cents per pound.

Hogs, dressed—		
Abattoir killed, small, 65-9 0lbs.	....	29 00
Do., heavy, 225-275 lbs.	....	28 50
Hogs, live	21 50	22 00
Hams—		
Medium, smoked, per lb.	0 33½	0 34½
Large, per lb.	0 30½	0 31
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 42½	0 43
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27½	0 29½
Long clear bacon, small lots	0 29	0 30
Fat backs, lb.	0 29½	0 28½
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, per lb.	....	0 48
Shoulders, boiled, per lb.	....	0 42
Shoulders, roast, per lb.	....	0 44

Lard Is Steady With Sales Good

Montreal.

LARD.—There were some advances here and there the past week in lard under an active demand, but quotations as follows cover the market. There is naturally a strong undertone in view of the situation, and with demand maintained and hog supplies short there is likelihood of a strong market for the immediate future and probably longer.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 33¾

Enough Shortening With Prices Steady

Montreal.

SHORTENING.—Under a good demand there is every evidence of prices being fully maintained. These are unchanged, however, and orders from country and city sources are filled promptly. Some are already getting more for their supplies than the prices quoted hereunder, but the product is available at these prices.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	....	0 28

Margarine Easier And Demand Fair

Montreal.

MARGARINE.—The sale of margarine is reported as very fair, but there is probably a somewhat easier demand in a general way, Prices are slightly easier here and there, although the spreads are made necessary because of the varieties offered. Supplies are reported as adequate to meet all requirements.

Margarine—			
Prints, acording to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Butter Up Again But May Not Stay

Montreal.

BUTTER.—Butter has firmed somewhat during the week, but there is no guarantee that the new prices are going to rule for any length of time. There is a large make of butter throughout the country, and demand is good from the various points through the city, and from points outside as well. One large produce man stated that he did not see any likelihood of permanancy to the present price basis, and that there would in all probability be an easier situation in the near future. Production should be good from now on.

Butter—		
Creamery prints (fresh made).	....	0 46
Creamery solids (fresh made).	....	0 45
Dairy prints, choice	....	0 38
Dairy, in tubs, choice	....	0 37

Large Make Cheese Expected From Now

Montreal.

CHEESE.—Now that weather conditions are ideal for the cattle there is every possibility of the make being large. In addition, the opening of the port of Montreal will facilitate speedy delivery of supplies to outside points, and the export will be large from now on. Locally there is a fair amount of business and prices rule without any change whatever. Sales at the country boards are reported as made with quite a number of keen buyers attending, and this has had the effect of securing for the sellers somewhat better prices. Receipts were over 8,700 boxes greater last week than for the corresponding week a year ago.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Big Egg Receipts; Prices Steady

Montreal.

EGGS.—There is still a very active demand from all quarters. This is met by ample supplies, and while there is a slight falling off in actual receipts as against the corresponding period of 1918, these are large. Plenty of eggs are reported to be available in country buying centres, and with production maintained it is thought that there should be an easier market in the near future. Reference is made to this elsewhere.

Eggs—	
New-laid	0 42
Large lots	0 40
No. 2	0 38

Firm Position On All Kinds Poultry

Montreal.

POULTRY.—The position of the market is firm, due to the ready buying of both storage and fresh-killed. Prices are without change, but it is stated that these may be higher for some of the varieties of fowl. Live birds continue to be very scarce and with an active demand quotations are firm.

	Live	Dressed
Young ducks	....-	....- 0 32
Turkeys (old toms), lb.	....-	....- 0 38
Turkeys (young)	....-	....- 0 40
Geese	.. .-	....- 0 30
Old fowls	0 30- 0 35	0 35- 0 36
Chickens (milk-fed)	. ..- .. .	0 39- 0 40
Roasting chickens	.. .-	....- 0 37

Fresh Fish Slow Coming; Demand Good

Montreal.

FISH.—The fish companies state that trade is reasonably good, and as much of the supply is now coming forward by express, even in full carloads, the demand can be readily supplied. There seems to have been a better demand for haddock and cod since the campaign to use more fish was inaugurated. River fish such as perch, pike, etc., are freer and in good demand, while the fresh-caught lake varieties are slow in coming to hand. One carload western halibut sold readily at good prices. Western salmon is coming to hand better, and prices are high. Lobsters are available in large quantities and are selling at favorable prices. Oysters are easier as are steak cod and haddock and western halibut; bullheads and mackerel registered declines. Freshly-caught lake fish are slow in being delivered as yet, but improvement is looked for soon.

SMOKED FISH.		
Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60 100	1 50	1 75
Kippers, per box 40/50	1 75	2 15
SALTED AND PICKLED FISH.		
Haddock (per bbl.)	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (Skinless), 100-lb. box	....	12 00
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	....	0 35
Lobsters (boiled), lb.	....	0 15
Prawns, lb.	....	0 30
Shrimps, lb.	....	0 26
Scallops	....	3 50
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	10 50
3gal. (wine) cans	....	6 50
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 14	0 18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Doree	0 12½	0 13
FRESH FISH		
Barbotte	0 12	0 13
Haddock	0 08	0 09
Steak cod	0 10	0 11
Market cod	....	0 07
Carp	0 12	0 13
Dore	0 16	0 17

EGGS SHOULD BE LOWER

With the large yields of eggs that are evident through the receipts it is the opinion of one of the largest produce houses in Montreal that egg prices will be lower. The receipts have been very large here and there were delivered be**fore noon at one of the wholesale provision houses early this week 700 cases. It is possible to buy almost any quantity in the country at around 36 cents per pozen at present, that is, in quantity lots. Some reports have stated differently but CANADIAN GROCER was shown copies of telegrams in which the above price brought large offers at various outside points and the eggs are being delivered.**

Lake trout	0 19	0 20
Brook trout	....	0 35
Pike	0 12	0 13
B. C. Salmon	0 30	0 32
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	....	0 24
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	....	0 23
Flounders	0 08	0 10
Perch	....	0 09
Bulheads	....	0 13
Whitefish	0 18	0 16
Whitefish (small)	0 09	0 09½
Eels	....	0 13
Mackerel, lb.	....	0 30
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Live Hogs Reach $21.00 Level

Toronto.

PROVISIONS.—Live hogs have reached the high level of $21.00 per cwt., fed and watered, and are being held at this point with little variation. This is an advance of 25c over opening prices of last week, though this level was reached towards the end of the week. A very fair run is reported and conditions generally satisfactory. A very firm situation is evident in dressed meats, and some slight revisions towards higher points are noticeable during the week. Large hams at 29c to 32c per pound are up 1c, and boiled hams are up 1c to 49c to 50c per pound in some quarters. A little easier price has been named on dressed hogs in some quarters of $28.50. Quotations prevailing are as follows:

Hams—		
Medium	0 37	0 38
Large, per lb.	0 28	0 32
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 50
Bacon—		
Breakfast, per lb.	0 37	0 41
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 49	0 50
Hams, roast, without dressing, per lb.	0 46	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	57 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	28 50	31 00
Live, off cars	....	21 00
Live, fed and watered	....	20 75
Live, f.o.b.	....	20 00

Firm Tone Holds With Shortening

Toronto.

SHORTENING.—The tone of the market is one of firmness and strength. Ample supplies are available to take care of the demand which is reported to be very good. There is a general tendency towards buying from hand to mouth being evidenced by many retailers, but there is no difficulty being experienced by manufacturers in getting orders away promptly, so this method should prove acceptable at the present time. Prices are unchanged.

Shortening, tierces, 400 lb., lb.	0 26	0 26½

In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Moving In Fair Quantities

Toronto.

LARD.—There is a fair movement of lard to be noted at present, and whereas not reaching heavy proportions, is said to be satisfactory. Dealers are buying only as needed as noted in respect to shortening. Prices are holding firm, pure in tierces being quoted at 31c to 32c per pound.

Lard, pure, tierces, 400 lbs., lb.	0 31	0 32

In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Demand For Margarine Continues Good

Toronto.

MARGARINE.—The demand for margarine continues in very good volume. Supplies are coming through quite regularly and dealers are experiencing no difficulty in taking care of orders. Prices have been firmly maintained and show no immediate prospect of change.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Holds Firm At Decline Of Last Week

Toronto.

BUTTER.—Butter has firmed somewhat and prices have held at figures reached in decline of last week. Generally the receipts have been very good and a very good consuming demand is noticeable. Practically no storage is offering, and it is expected stocks will be soon cleaned up altogether. There is little dairy butter moving, margarine seemingly having supplanted this grade to a large extent.

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 44	0 47
Creamery prints, storage	0 44	0 47
Creamery solids, storage	0 44	0 47
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Holding Firm; Future Uncertain

Toronto.

EGGS.—There has been little disposition towards change in prices of eggs during the week, quotations being maintained on a fairly firm basis. There is some indication of control over distribution being exercised, and this has provided an element of uncertainty which has curtailed storage operations to a great extent. Details are not yet available, and until the atmosphere is cleared the future outlook is none too encouraging.

Eggs—		
New-laids, in cartons	0 42	0 46
Do., loose, doz.	0 41	0 45

Nothing New Has Developed In Cheese

Toronto.

CHEESE.—Nothing new has marked the situation during the week, and business continues along normal lines. New make is arriving in larger quantities and a very fair demand is reported. Prices remain unchanged.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Very Good Demand Exists For Poultry

Toronto.

POULTRY.—A very good demand is reported during the week, fresh and storage stocks moving out quite freely even at the high prices established. Receipts of live poultry are still within a very limited scope and little improvement is looked for for some time yet. Prevailing quotations follow:

Prices paid by commission men at Toronto:	Live	Dressed
Ducks	$....-$0 30	$....-$....
Geese	....- 0 12	....- 0 15
Turkeys	0 26- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 25- 0 28	0 25- 0 30
Chickens, 4½ lbs. up	0 25- 0 29	0 28- 0 33
Chickens, under 4½ lbs.	0 22- 0 25	0 26- 0 30
Squabs, dozen	....- 4 50	....- ....
Prices quoted to retail trade:		
Hens	0 28	0 37
Ducks	0 30	0 34
Chickens	0 35	0 40
Do., milk-fed	0 35	0 41
Turkeys	0 36	0 40
Geese	0 20	0 25

New Varieties Fresh Flat Fish Arriving

Toronto.

FISH.—New varieties of fresh Pacific coast flat fish are reaching the local market, soles, brill and plaice, headless and dressed, being offered at 10c per pound. Some improvement in receipt of lake fish is noted but the supply is still somewhat uncertain and irregular. Whitefish and trout have declined to 11½c per pound in some quarters. Many lines of of frozen sea fish are off the market and supplies of some others are reaching the vanishing point. Quotations now prevailing on lines available follow.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Finnan haddies, lb.	....	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH FROZEN SEA FISH		
Halibut, frozen	0 19	0 20
Salmon, Qualla, lb.	0 13	0 15
Do., red spring	0 19	0 25
Do., Cohoe	....	0 20
Do., Restigouche	....	0 27
Steak cod, lb.	0 09	0 10½
Mackerel, frozen, lb.	0 10	0 12
Flounders, frozen	0 07	0 10
Tulibees, lb.	0 08½	0 09
Smelts, extras, lb.	....	0 22
Do., No. 1, lb.	0 14	0 18
Do., No. 2, lb.	....	0 12
Shrimps—		
No. 1, cans	1 35	1 60
No. 2, cans	2 65	3 10
No. 3, cans	....	3 90
No. 4, cans	5 15	6 00
FRESH FROZEN LAKE FISH		
Pike, dressed	0 10	0 11
Yellow pickerel, frozen, lb.	0 12½	0 13
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Plaice, dressed, lb.	....	0 10
Soles, dressed, lb.	....	0 10
Cod., steak, lb.	0 10	0 11
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 08	0 08½
Herring, lb.	0 05½	0 06
Salmon, Red, Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	0 08	0 13
Trout, lb.	0 11½	0 15
Whitefish, lb.	0 11½	0 18

Decline In Eggs Expected Any Time

Winnipeg.

PRODUCE AND PROVISIONS.—The hog market firmed up towards the end of last week, and closed at 19¾c. This is in sympathy with the rise which has taken place in the East. Provision prices are unchanged.

Eggs.—Receipts continue fairly heavy, with a good local and outside demand. Straight receipts are selling to the jobber at 36½c cases included. The market has continued firm, and packers are looking for lower prices as soon as warmer weather arrives; nevertheless eggs are going into storage fairly well. Holdings in United States warehouses are considerably more than they were this time last year, and it is expected it will have a bearish effect on the market.

Butter.—Local butter market is firm, whereas the Eastern market is considerably lower. A decided drop is expected to take place from now until summer.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, per lb.	....	0 40
Breakfast, select, lb.	....	0 42
Backs	0 44	0 46
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 53
Cases, 3s	....	18 00
Compound—		
Tierces	....	0 26½
Tubs, 50s, net	....	13 25
Pails, 20s, net	....	5 55
Fresh Eggs—		
New-laid, candled	0 37	0 38
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 48
Fresh made creamery, No. 2	....	0 46
Dairy, regular run	0 37	0 38
Margarine—		
No. 1	....	0 32½
No. 2	....	0 30½
No. 3	....	0 29½

Cheaper Fish Find Ready Sale In West

Winnipeg.

FISH AND POULTRY.—Frozen salmon is still bringing 23c per pound. There is a little fresh salmon arriving, but not a big demand at the price, 27½c. Frozen halibut is selling at 20c, and fresh at 22c; the trade are getting as much of the latter as they can sell at that price, and there is no shortage for people who want it at that figure. It is expected that prices will remain high on halibut throughout the year. New arrivals are soles at 7½c, brill 7½c, red cod 8½c. The last three lines and plaice are new to this market. Lately the Government have been carrying on a propaganda for the consumption of more fish and as the price of halibut and salmon is so high, it was necessary to bring a cheaper fish in to meet the demand. The public in Western Canada have not been acquainted with these lines hitherto eating mostly halibut and salmon. The new lines, which come from British Columbia were formerly dumped, but to-day are brought to Winnipeg in car loads, and are finding a ready sale now that people realize they are excellent food.

Pickerel, box lots	....	0 11¼
Whitefish, box lots	....	0 11¼
Haddock, frozen	....	0 10
Salmon, frozen	....	0 23
Halibut, frozen	....	0 20
Cod, frozen	....	0 12
Kippers, boxes	....	2 25
Bloaters, boxes	....	2 40
Lake trout, box lots	....	0 12
Mackerel, frozen	....	0 15
Finnan haddie, 30-lb. boxes	....	0 17
Plaice, fresh frozen	....	0 07½
Soles	....	0 07½
Brill	....	0 07½
Red Cod	....	0 08½

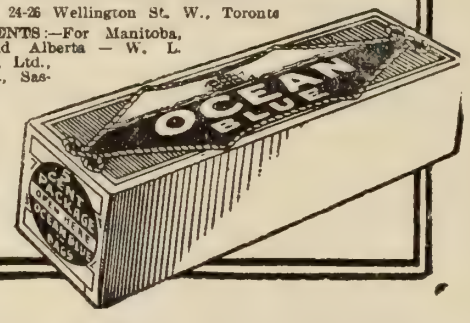
It is the superior quality that continually brings *new* buyers, and holds the trade of *old* customers if you stock

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA) LIMITED
The Gray Bldg., 24-26 Wellington St. W., Toronto

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta — W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon —Creeden & Avory, Rooms 5 and 5, Jones Block, 407 Hastings Street W., Vancouver, B.C.



Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

WETHEY'S MINCE MEATS

WHETHER IN

Bulk or Cartons

ARE THE

Best Values on the Market

Order from your jobber

When in need of

Wrapping Paper
Twines & Cordage
Brooms
Brushes
Baskets
Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

"Products that make Friends as well as Customers"

YOU, as a progressive merchant, anxious not only to *build up* trade in your locality, but to *hold it* in the face of competition, realize that the only sure way to do this is to sell goods in which you can place your confidence.

This is why so many dealers are selling **Davies Quality Products.** It's worth something to **know** that what you hand to your customers is absolutely good and reliable—and Davies Pure Food Products represent a standard of excellence which the Canadian housewife has learnt by experience she can rely upon.

That's why **Davies Products** are always good sellers. You can recommend them to your customers with confidence.

It's a pleasure to handle products of this kind—they make friends as well as customers.

Are you handling these quality lines?

Davies Smoked Meats
Davies Sweet Pickled Meats
Davies Fresh, Smoked and Summer Sausage
Davies Pure Lard
Davies "Peerless" Shortening
Davies Fresh Meat
Davies Cooked and Roast Meats
Davies Pork and Beans
Davies Canned Meats
Davies "Peerless" Pickles
Davies Butter, Eggs and Cheese

THE WILLIAM DAVIES COMPANY LIMITED

MONTREAL TORONTO WINNIPEG

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EASTERN BRAND LOBSTERS



EVERY TIN IS GUARANTEED

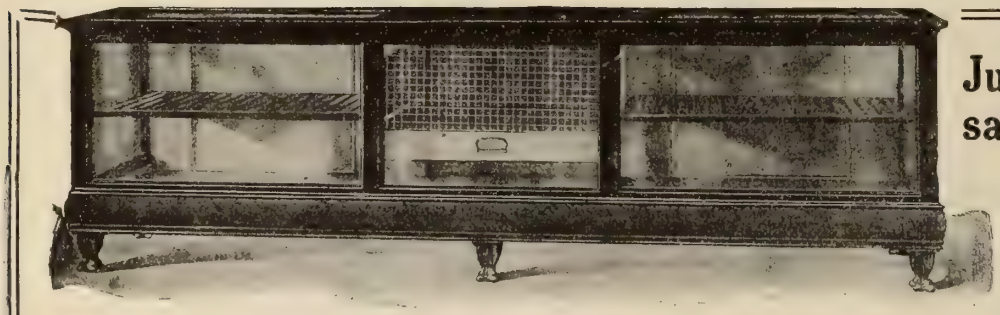
If your customers want the best, give them "Eastern" Brand. Packed under ideal conditions from carefully selected fish. A little higher in price than some, but a lot higher in quality.

"Eastern Brand" Lobster Paste, and "Eastern Brand" Mackerel Roe sell readily and are sure repeaters.

Write for Prices.

Eastern Canada Fisheries, Limited

CORISTINE BLDG., MONTREAL



Just picture this salesman in your store

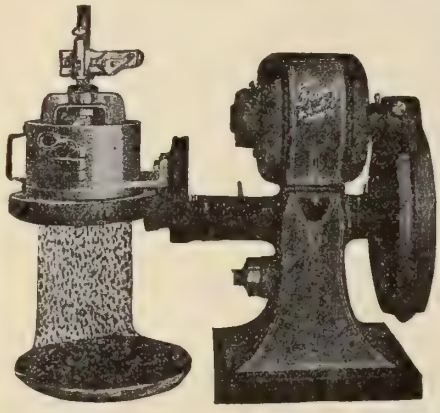
Wouldn't its good looks coupled with the greater security and display facilities mean much to you in better sales and better satisfied customers?

The Arctic Silent Salesman Refrigerator is described in detail in our illustrated list. Mailed you free.

John Hillock and Company, Limited, Toronto

WIN THE WAR BY SAVING EVERYTHING

How about your Scrap Bone?



Don't kick at the high price of eggs. It's not her fault; feed her **Ground Bone** and she's got to lay 'em.

How about a machine?

Write for catalogue and price list on these machines. All styles.

The W. A. Freeman Co., Limited

HAMILTON, ONT.

TORONTO—114 York Street, near King
MONTREAL—16 Notre Dame St. E. Uptown 8547

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

If any advertisement interests you, tear it out now and place with letters to be answered.



Rose's Lime Juice

The Original and Genuine Brand

A FIFTY YEAR FAVORITE

Every live grocer can make good profits by showing this delicious Summer beverage regularly. It's a sure repeater.

HOLBROOKS' Imported WORCESTERSHIRE SAUCE

A deliciously piquant sauce—one certain to merit the approval of fastidious people.

When you're ordering don't forget these money-makers:

Imported English Malt Vinegar, Sardines, French Olive Oil, Custard Powder and Health Salts.

Holbrooks, Ltd.

Toronto and Vancouver

Navel Oranges

Nova Scotia and Georgian Bay Brand Apples

Tomatoes

Get in touch with us to-day

Lemon Bros.

Owen Sound Ont.

X-X-X

PHOSPHATE CREAM TARTAR

Formerly only sold in Bulk, NOW offered to the Grocery Trade in Five and Ten Pound Cartons.

To avoid unsatisfactory substitutes look for this label on the package. Insist on the Genuine X-X-X.



Order from your Wholesaler, or direct from

The Jones Packing & Provision Co. *(Chemical Department)* **Limited**

SMITH'S FALLS, ONTARIO



Many Uses

Junket Tablets owe their great sale to the many uses which are made of them. Physicians prescribe Junket and nurses use it for the kiddies and in the sick room—as a delicious, nutritious food.

Also for making a great variety of dainty desserts and for making ice cream, the use of Junket Tablets is so widened that they are in constant demand.

Junket
MADE *with* MILK

Can you afford to be without such a product on your shelves? In its wide use lies your opportunity for profit.

Advertised in the Dominion's leading Magazines and Journals, it has a demand which you must fill or lose the trade.

Sold in 10-Tablet packages that retail at 12c with a good profit.



Chr. Hansen's

Canadian Laboratory

Toronto, Canada



It is always good policy

to concentrate on such delicious and customer-pleasing lines as the Sea Foods put up under the seal of quality—

BRUNSWICK BRAND

The care with which the fish are selected, and the diligent precautions used in their processing and packing eliminate every possibility of inferior quality.

You can always recommend Brunswick Brand Sea Foods. Here's the list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Bros.
BLACK'S HARBOR, N.B.



QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

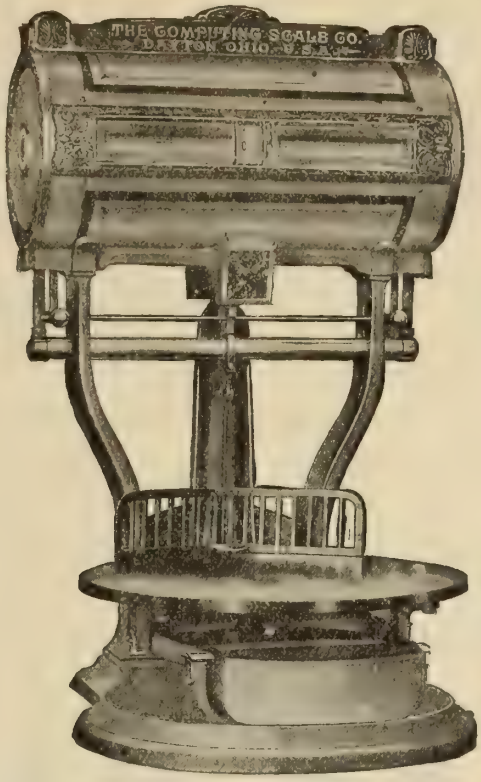
BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

Empire Breakfast Cocoa, 1 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90
Sweet Chocolate—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb. boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½ lb. packages, 2 and 4 doz. in box, per doz.	1 80
Chocolate Confections—	Per doz.
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 75
Almond nut bars, 24 bars, per box	0 95

If any advertisement interests you, tear it out now and place with letters to be answered.



It Flashes a Sign in Red

The Dayton Automatic Electric Scale is a constant trade winner for you

Every time you weigh goods on this scale an electric light inside the cylinder head flashes and a brilliant red glass sign is illuminated. This sign can be changed every day or every week, and will advertise seasonable goods—on the side of the scale visible to the customer. This will be a constant reminder to the customer to buy other goods—it is a constant advertisement for the Scale itself and your method of giving honest weight and honest value to the fraction of a cent. The Dayton Automatic Scale guarantees that you get every cent of your profit. That's a big consideration these days, when you have to turn over an enormously increased volume of trade without proportionate increased profits owing to present-day high value of grocery stocks. Do not neglect this opportunity to get all your profits.

Let us send you our latest folders and price-lists.

Dayton Computing Scales

Royce and Campbell Avenues, TORONTO, ONT.

Dayton Scales are Made in Canada by Canadians with Canadian Materials

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

We are glad to announce that the Trade have responded.

Have YOU ordered yet?

Canada's Food Board says it is your duty to eat Fish—But when your customers try—

CHICKEN HADDIES

REGISTERED

(Lily Brand)

they will find this duty very easy to fulfill—

CHICKEN HADDIES come to you in cases of 48 1-lb. cans. Wholesale Grocers everywhere are now handling the new pack. Order a case or two to-day and see how well they'll sell.

Maritime Fish Corporation

Limited

Head Office and Sales Dept.
MONTREAL

Plants at CANSO, N.S.
and DIGBY, N.S.

Fruit for 24th May

STRAWBERRIES
PINEAPPLES

Tomatoes, Asparagus, Boxed Apples, Bermuda Onions, New Florida Cabbage, New Florida Potatoes, Florida Seedless Grapefruit.

ALL SEASONABLE FRUITS AND VEGETABLES

in large varieties arriving freely. Strongly advise sending in your 24th May requirements as early as possible to reserve complete range of assortment. Watch our weekly price list specials for this week.

WHITE & COMPANY, LIMITED

Importers from the Principal Southern Markets

Branch at Hamilton TORONTO



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

SEASONABLE GOODS

Strawberries
Pineapples
Bananas
Oranges
Florida Tomatoes
Cabbage

And all other kinds Foreign and Domestic Fruits and Vegetables arriving daily.

HUGH WALKER & SON

Established 1861 **Guelph, Ontario**

If any advertisement interests you, tear it out now and place with letters to be answered.

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.

Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interiors that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

The Editor, Canadian Grocer

143-153 University Ave., Toronto, Ontario

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GENERAL STORE—BEST PAYING BUSINESS west of Edmonton. On G.T.R. R.R. Sawmill town. $35,000 monthly pay roll. Stock in trade, $16,000. Store, house and lot, $6,000, turnover, $48,000, netted last year $6,500, paying net 13½% on turnover, 22½% on investment. Sell cash only. Owner has other interests requiring attention. Apply Box 300, Canadian Grocer.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller. P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

WANTED — CASH REGISTER. MUST BE total adder. Give full particulars. Apply to Box 301, Canadian Grocer.

WANTED — EXPERIENCED SALESMAN TO work in large general store in one of most prosperous country sections in Nova Scotia. Apply, stating age and experience, with references, to Box 304, Canadian Grocer.

FIXTURES FOR SALE

FIXTURES, CONSISTING OF MARBLE SLAB counter, shelving, Christie biscuit stand, Cole electric coffee grinder and large Eureka refrigerator, in first-class condition. Apply Metcalf Candy Co., Limited, Kitchener, Ont.

MISCELLANEOUS

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

MR. CLERK, YOU WANT TO BETTER yourself. You may want a broader experience than you are getting now. Perhaps you want to enter a new field and desire to form connection with firms of established reputation. Others are using to good advantage Want Ad page in Canadian Grocer. You can do the same. Rates, payable in advance, 2 cents per word first insertion and one cent per word for each additional, with charge of five cents extra per insertion for Box Number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

VOLPEEK

MENDS HOLES in POTS & PANS

Your customers can mend holes in Graniteware, Tin, Aluminum, Iron, etc., at a cost of ½ cent a mend and without the aid of any tools whatever.

VOLPEEK makes this possible. Show it to your trade. Put up in attractive display stands. At your wholesaler's, or direct from

H. NAGLE & CO.,
Box 2024, - - Montreal

fifteen cents

WANT ADS.

If you want a buyer for your business, or have a situation to fill, or want a situation, send us a Condensed Advertisement. There is someone who is looking for a proposition such as yours. For two cents a word you can speak across the continent with a condensed advertisement in this paper.

TRY IT OUT

We tell them how to use Raisins

Our magazine advertising is telling women how to improve all plain foods with Sun-Maid Raisins. This helps them use more rice and corn meal. Their goodness and cheapness are increasing the use of raisins in the home.

Keep on Display

You can sell more Sun-Maid Raisins by keeping them where customers will see them. There are no restrictions on the use of raisins.

SUN-MAID RAISINS

Three varieties: Sun-Maid Seeded (seeds removed). Sun-Maid Seedless (grown without seeds). Sun-Maid Clusters (on the stem).

California Associated Raisin Company
Membership 8000 Growers
Fresno, Calif.

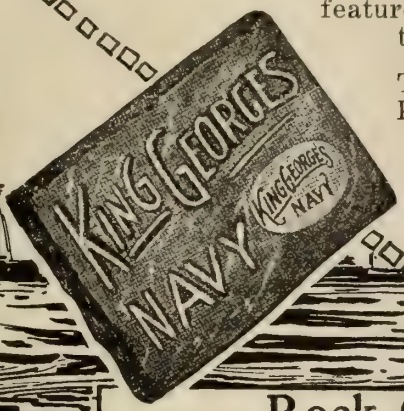
KING GEORGE'S NAVY

CHEWING TOBACCO

The Grocer's best selling Tobacco line

The popularity of King George's Navy is continually growing. Quick selling is a feature of this line—its goodness appeals to the most discriminating.

The wholesale trade supplies King George's Navy. Ask your wholesaler to send you a trial supply now and try it out for yourself.



Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



WE ASK YOU TO SELL LESS FLOUR

FROM a flour milling company this request seems strange, but we make it from our knowledge of world conditions. The fact of the matter is that the advertising of FIVE ROSES flour has been entirely too successful in the past — the popular demand is too great.

In the vital interest of our Allies and the fighting forces of the Empire, the consumption of wheat flour must be reduced at once. It is our individual problem to help feed our Allies by sending them as much as we can possibly save of the most concentrated nutritive value in the least shipping space. And that means Wheat and Flour. Not only must we eliminate waste, we must consume less wheat and flour. We must export more. This is the pressing necessity that must be brought home to the consumer. As a distributor of flour, you can assist tremendously by suggesting the substitution of other cereals than wheat. You can suggest the use of cornmeal, oats, buckwheat, rye, barley, potato flour, rice and tapioca flour.

Do your part at the retail end. Every cupful of flour, every handful of wheat you induce the housewife to save is your sorely needed share in winning the war. Thereby do you perform a patriotic duty, thereby do you promote the sale of other profitable lines.

Users of FIVE ROSES flour are imbued with the proper patriotic spirit. They will appreciate your suggestions, and they will conserve the flour so essential to the Allied Cause.

Lake of the Woods Milling Company, Limited
Makers of "Five Roses" Flour
CANADA

Canada Food Board License Nos 11-14

HELP US TO SAVE FIVE ROSES FLOUR

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, MAY 24th, 1918 No. 21



Make your Summer Displays more resultful with regular showings of

PURE GOLD EXTRACTS

You can back every *PURE GOLD* sale with the strongest recommendation you know, for *PURE GOLD* quality is something calculated to meet the requirements of the most particular.

The Summer demand for *PURE GOLD EXTRACTS* is always worthy of attention. See that you get your share by stocking now and showing the handy little bottles in your displays.

Pure Gold Manufacturing Co., Limited

TORONTO and WINNIPEG

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.



An O-Cedar Window--Now is the Time for it!

THE O-Cedar newspaper advertising has started. It is the biggest and best O-Cedar Polish Campaign ever launched. It means a big and profitable "O-Cedar selling season" for the dealers who handle O-Cedar Products.

O-Cedar Polish and the O-Cedar Polish Mop have distinctive merits. By our advertising we make these qualities known—we influence housekeepers in favor of O-Cedar; we impress on them right at housecleaning time the importance of these, our products.

You can get a big percentage of the O-Cedar Sales, by letting your customers know you are an O-Cedar Dealer.

An attractive window display of O-Cedar Polish Mops and O-Cedar Polish will pay you big dividends. We have a number of beautiful window cut-outs and signs, that are of great assistance in dressing your windows.

Let us send you a set of O-Cedar Helps. Ask your jobber's salesman about the Special Assortments of O-Cedar Products.

CHANNELL CHEMICAL CO., LIMITED

369 SORAUREN AVE., TORONTO, ONT.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON



For that week-end fishing trip Borden's would be just ideal

To the great convenience of the Borden Milk Products, as well as to their peerless purity and deliciousness is due the extra big Summer demand for these Leaders of Quality.

For the Fishing Trip, the Picnic, the Summer Cottage—wherever something good is wanted quickly, Borden Milk Products are justly supreme.

A display in your window, a little suggestion occasionally and your share of this profitable demand is assured.

There are several other Borden lines besides the two shown here—Eagle Brand Condensed Milk, Borden's (St. Charles) Evaporated Milk, Borden's Reindeer Condensed Milk, and Jersey Evaporated Milk, etc.



All at your wholesalers.

Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



If any advertisement interests you, tear it out now and place with letters to be answered.

IN BOTTLES, TINS AND BARRELS



ORDER FROM YOUR JOBBER OR DIRECT

NOT A SHELF-LOUNGER

You know what a shelf-lounger is — only too well perhaps; and that's the kind of an article you want to avoid buying, naturally.

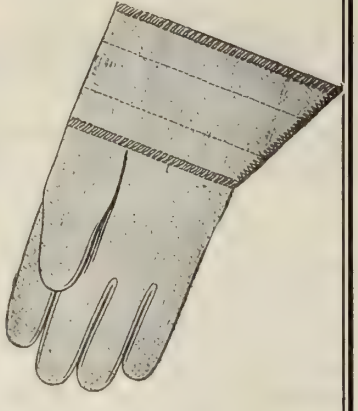
Therefore, when it comes to selecting your stock of maple syrup, be sure to choose a quick-selling, well-known, well-liked brand. And when you make this decision you will inevitably select

Bowes TRADE MARK PURE MAPLE SYRUP

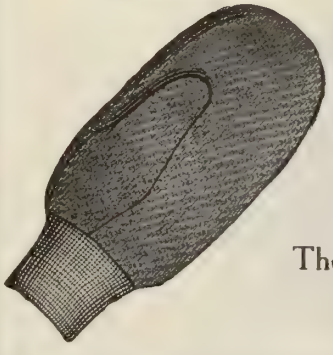
A REPUTABLE SELLER

Every Man In Your Town

is a good prospect when you display the comfortable, carefully made TAPATCO Glove line.



TAPATCO REGISTERED TRADE MARK BRAND



Ask Your Jobber

TAPATCO Gloves are made in many styles and weights to meet the requirements of the many. See how well they'll sell in your store.

The American Pad and Textile Company
Chatham, Ontario

CENTURY SALT

TRADE MARK



---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT Co LIMITED
SARNIA. ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S
PREPARED FOODS



Assure you PRIME QUALITY



CLARK'S
PORK AND BEANS

Beefsteak and Onions	Soups (Full Assortment)
Cambridge Sausage	Potted Meats
Corned Beef	Sliced Smoked Beef
Roast Beef	Spaghetti with Tomato
English Brawn	Sauce and Cheese
Loaf Meats	Tongue, Ham and Veal
Corned Beef Hash	Fluid Beef Cordial
Minced Collops	Peanut Butter

Etc., Etc., Etc.

Good Business is always the result of Quality.

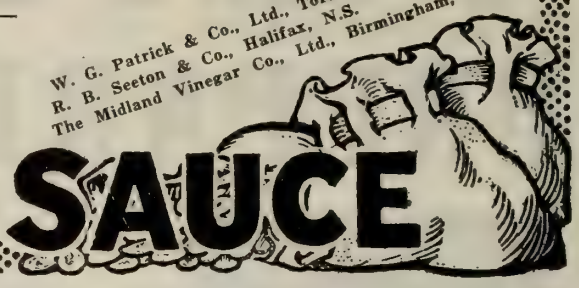
W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

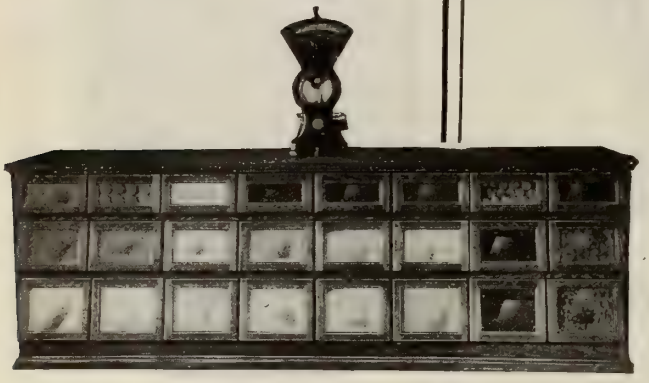
The Real Merit which pushed H. P. to the front, is keeping it there NOW.

It pays to put H. P. in your window—let the public see you sell H. P, SAUCE, your customers are buying it—SOMEWHERE.

W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.

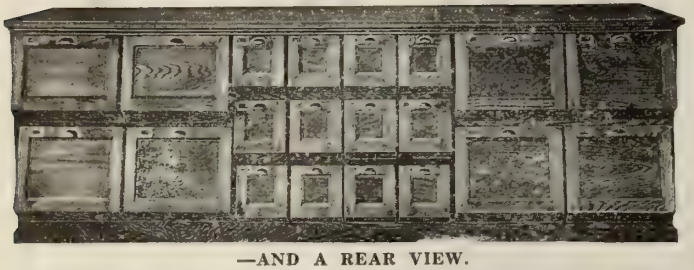


H.P. SAUCE



FRONT VIEW OF OUR NO. 3 UNIVERSAL COUNTER.

Three rows of bevel displays in line of vision. The glass in top row 4" x 10"; middle row 6" x 10"; lower 8" x 10", giving assorted displays of small capacity, affording a maximum display with minimum stock.



—AND A REAR VIEW.

Shows three capacity bins. Lower row about 56-quart capacity. Upper row about 52-quart capacity, with removable division in centre. Small centre bins 10-quart capacity, with removable division. Made in stock lengths 9 ft., 12 ft. 4 in., 15 ft. 8 in. (9 ft. length shown). By adding one bin to row on either side of centre unit gives additional 3 ft. 4 in. counter length. All Patented Gravity Closing Bins—not drawers.

Do you save at the spigot and waste at the bung?

Very many grocers do. They still consider the obsolete store equipment of 50 years ago the lumber shelving and the cumbersome counters—good enough to do business with. But, surely if your business is worth running at all it is worth running on real success-making lines. And good equipment will do it every time. Real equipment like Walker Bin Wall Cases and Counters will save you money by reducing the labor required to serve your customers. **You can serve more customers with 25% less labor when you serve them in a Walker Bin equipped store.**

Tell us your problems. Give us your idea of floor plan with measurements and we'll send you catalog and full instructions of the equipment you need. No obligation at all.

NOTE—Gravity Closing Bins are air-tight, dust and vermin-proof. Conserve food by avoiding the usual waste serving from drawers and boxes.

THE WALKER BIN AND STORE FIXTURE COMPANY, LIMITED

Kitchener, - Ontario



Have No Hesitation

in choosing

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

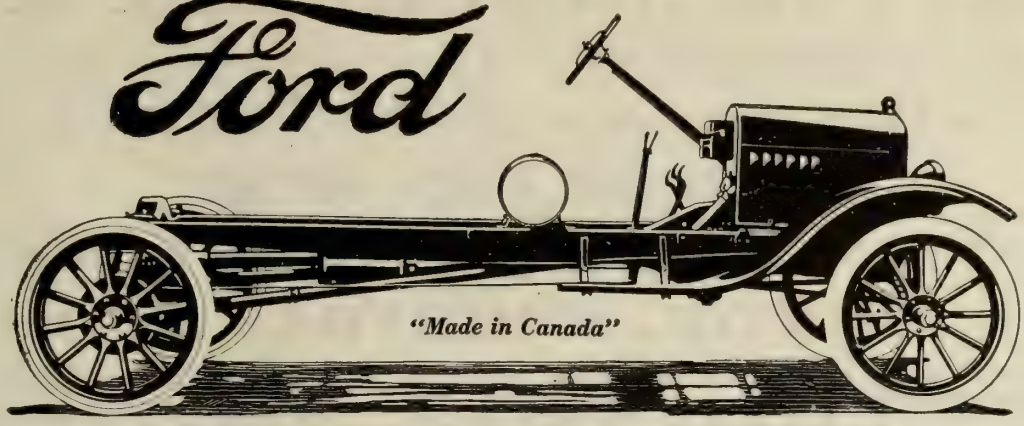
SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax - N.S.

Ford



Deliveries by Ford One-Ton Truck

THE commercial car is looked upon today as a necessity by progressive business firms who have hauling and delivering problems to consider.

Wholesale or retail merchants who must deliver quantities of merchandise have found the horse-drawn delivery to be too slow, expensive, and entirely inadequate.

The Ford truck, with a single driver, will do more work and cover more ground than two teams and two drivers, for it travels in half the time. This truck will reduce your hauling costs. It eliminates one driver's salary and the care which horses always require. It will make your delivery service more efficient. It will widen your area of distribution. It will be constantly ready for work—day or night. It will show a profit on your investment.

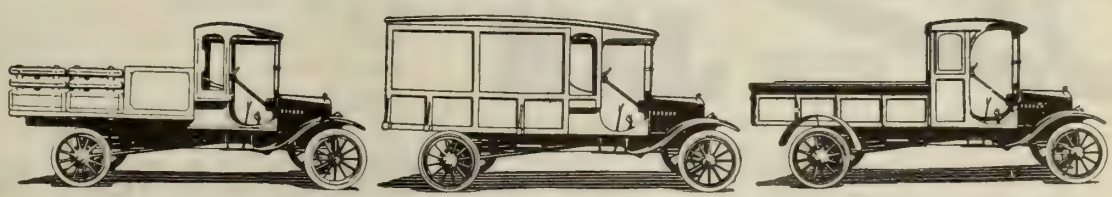
There has been a popular demand for a Ford truck as is shown by the many uses, for commercial purposes, to which our standard chassis has been put. Now, after most careful designing and exacting tests, we are able to offer the Ford One-Ton truck to meet this demand.

The Ford truck is supplied as a chassis only. This permits the purchaser to mount any one of the many body styles specially designed for the Ford truck, and already on the market, and he can select it to meet the individual needs of his business.

Price $750 f.o.b. Ford, Ont.

See any Ford Dealer in Canada, or write for a catalog

Ford Motor Company of Canada, Limited
Ford, Ontario



Three of the many body styles that may be mounted on the Ford truck chassis

If any advertisement interests you, tear it out now and place with letters to be answered.

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.) HAMILTON

We are Hamilton Agents for DIAMOND CRYSTAL SALT

"The Salt That's All Salt"

Big shipment just to hand. Send us your order for quality goods.

BRISTOL, SOMERVILLE & CO.



"Cow Brand's" three winning points—

Strength Purity — Reliability

Housewives have no fear of baking results when they use Cow Brand Baking Soda.

And Grocers who sell Cow Brand have no fear of its selling qualities.

Experience has shown them that Cow Brand is a sure "repeater."

CHURCH & DWIGHT

LIMITED

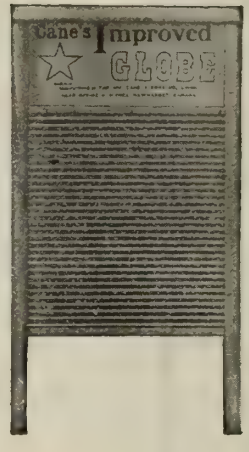
Manufacturers - MONTREAL

Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

When you consider the care we use in selecting only the best fruits, that we use only pure cane sugar, that our factory and equipment are up-to-date in every essential, is it any wonder that Furnivall's Jams are recognized everywhere as the standard of excellence?

FURNIVALL-NEW, Limited
Hamilton, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.

You are always safe in recommending

E. D. S.

Orange Marmalade

E. D. S. quality has long been recognized as the highest standard of jam excellence.

We have maintained this standard in the New Season's Pack of E. D. S. Orange Marmalade now being distributed.

A stock of this quality marmalade, well displayed, will prove beyond doubt that it pays to concentrate on the E. D. S. Products.

Order your supplies now.



E. D. Smith and Son
Limited
WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

An Unpardonable Sin

During this critical period in the world's history, when we hear warnings from all sides to conserve the country's supply of food, it is essential that we do not run any risk of loss to our coming preserve pack.

From past experience the packer realizes that by sealing his glass packages of jam, etc., under Vacuum with an Anchor Cap, he is following the best method of protecting his pack against mold and general contamination.

Anchor Caps are air-tight, they prevent leakers and they present a common-sense, businesslike appearance that is sure to appeal to every thrifty housewife.

Anchor Caps are so easily and quickly put on the jar that they increase the packers' production enormously.

But more than anything else the use of Anchor Caps is the safest and surest way of going through the packing season without loss, and loss under existing conditions will never be forgiven.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO



Keep *Sani-Flush* before the eyes of your customers. Many of them have been convinced by the manufacturer's advertising that they need

Sani-Flush

They will buy it as soon as you let them know you handle it.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

How to sell

OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta — W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon—Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



If any advertisement interests you, tear it out now and place with letters to be answered.

RED, WHITE and GREEN PACKAGE

Inside and Out—
Year in and Year out—
Always the same—
A Repeater, Mr. Dealer

REASONS WHY ?

Yes, lots of them



Sweet White Corn—high in nourishment — made according to a process absolutely different from any other—and better, too.

When you recommend

Kellogg's Toasted Corn Flakes

THE GENUINE

You're safe in the good estimation of your customer. They are made only in London, Canada, by the

Battle Creek Toasted Corn Flake Co., Limited

LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

This Space is Yours For $2.50 On Yearly Order

Coffee, Its History, Classification and Description
By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.
MacLean Publishing Co.
Technical Book Department.
143-153 University Avenue, Toronto.

TO
Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

Kindly mention this paper when writing to the advertisers.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.

JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick ?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.



IT'S THE REAL MACKAY

MacKay's Pearl Barley Flour

Made - in - Canada. A "Barley Food" without a peer. A seller and a "repeater."

Just the thing for infants, invalids and old people. Gives a delightful flavor to soups and gravies.

Dealers should keep MacKay's well displayed and so link up with our widespread consumer advertising.

Your wholesaler has it.

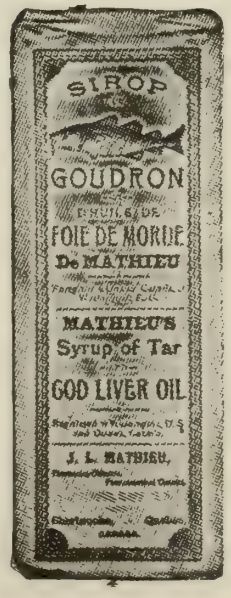
Recommended by Dr. McGill, Ottawa, Dominion Medical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

Recommend these profit makers

You can do so confident that the excellent good qualities of

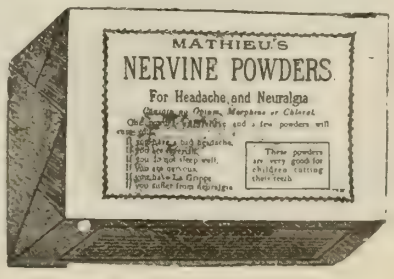
Mathieu's Nervine Powders and Syrup of Tar



will give your customers that satisfaction which means repeat sales and good profits.

The Mathieu lines are dependable remedies. Their reputation will be a big factor in netting you good sales and securing you more customer satisfaction.

J. L. MATHIEU
COMPANY
Sherbrooke Quebec





Are you getting this business?

In every community there is a growing demand for such delicious wholesome milk products as **Malcolm's.**

The fact that Malcolm Milk Products are entirely Canadian made gives them an additional selling appeal to patriotic people.

And Malcolm quality is the equal of the best and better than most.

Just to get acquainted, why not send that trial order to us to-day?

5-case lots delivered to any point in Ontario, Quebec or the Maritimes. Freight paid up to 50c per 100 lbs.



Made-in-Canada by the All - Canadian Condensed Milk Company.



The

Malcolm Condensing Company, Limited

ST. GEORGE, ONT.



Have you Marsh's in stock?

Its delightful flavor and real food value make it a strong seller wherever quality is appreciated.

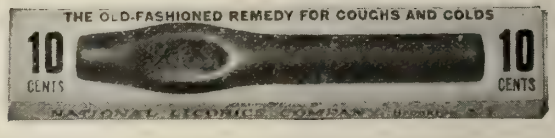
And it's a year-round seller.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents—
MacLaren Imperial Cheese Co., Ltd., Toronto, Ontario
Rose & Laflamme, Ltd., Montreal, Que.

Y & S STICK LICORICE

in 10c Cartons



Everything in Licorice for all Industries using

LICORICE

in any form.

Made in Canada by

National Licorice Company

MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

ST. WILLIAMS PURE JAMS

Packed in 4-lb. Tins



Selling St. Williams Jams in 4-lb. tins means economy for your customer and more profit to you.

Scarcity of sugar will mean an increased demand for St. Williams Jams.

Look up your stock and let us have your order now.

Made by

St. Williams Fruit Preservers, Limited

St. Williams, Ontario

Distributors:

Maclure & Langley Limited

TORONTO -:- WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

SALES AND ADVERTISING MANAGER OPEN FOR ENGAGEMENT

Extensive and successful selling and advertising experience. Has originated and directed national advertising and selling campaigns involving salesmen, jobbers and dealers.

Has good record of results produced, fully competent to exploit intelligently any high-class product, particularly in the grocery line.

At present employed, but seeks larger field, with a bigger opportunity to develop. Will gladly furnish full particulars and references.

Box 100, CANADIAN GROCER

COWAN'S COCOA—

"Perfection Brand" Purest and Best

"In Every Home"!



Grocers----

Sell Canadian made products to-day and every day --- By so doing, you keep the money in the country --- You and others need it. Push this Canadian Cocoa, made by Canadians

B-25

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

—AT ALL JOBBERS—

SMALL'S, Limited - Montreal, Que.

We always have a few carloads of 2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

With the duty added Red Rose Tea is still cheap

RED ROSE TEA would not be dear if it were a dollar a pound, as then it would cost less than ½ a cent per cup—while now, even with the duty added, it costs much less than a dollar a pound—only a little more than a ¼ of a cent per cup.

Good tea is still cheap—so cheap that the very poorest can still afford to use it.

A cup of *good tea* (Red Rose Tea) is the cup that cheers these trying days.

T. H. ESTABROOKS CO., LIMITED
St. John Toronto Winnipeg Calgary

Aylmer Orange Marmalade
Always a Good Seller

DOMINION CANNERS LIMITED HAMILTON, CANADA

"The Seal of Quality"



Your confidence in the quality of this line is well deserved. **"The Seal of Quality"** is your guarantee that its ingredients are carefully selected and properly prepared.

Aylmer Orange Marmalade is a big favorite with housewives. It sells readily on its reputation. The various sizes help to sell each other.

Keep a good stock of this particular brand on hand.

Dominion Canners Limited
Hamilton **Canada**

If any advertisement interests you, tear it out now and place with letters to be answered.

THE NEW APPETISER

Delicious Flavour

SAVORA



Delicate Aroma

SAVORA

Made by J. & J. Colman, Ltd., London, England, with Colman's D.S.F. Mustard.

Therefore, Savora can be recommended to your customers without hesitation as the best Mixed Mustard packed.

In large glass jars to retail at 35c In small glass jars to retail at 20c

Let us send you a case of each

MAGOR, SON and COMPANY, LIMITED

191 ST. PAUL ST. W., MONTREAL Canadian Agents 30 CHURCH ST., TORONTO

Whittemore's Shoe Polishes

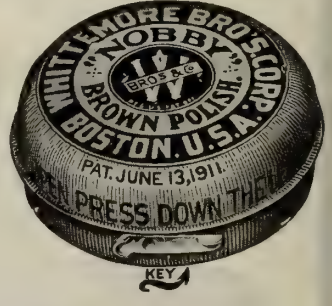
Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.





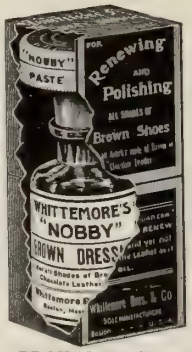
And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of PEERLESS OXBLOOD PASTE.



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.



Typical Western views—Wheat shoulder high in the field near Winnipeg—A view in the C.N.R. yards at Winnipeg.

Hope Springs Eternal in the West

Eyes of a World With Food Supplies Greatly Depleted Look With Expectancy to Grain Fields of Canada—Conditions Augur Well for Big Production—West Will Have Great Purchasing Power With Another Good Grain Crop.

"I ESTIMATE the amount of wheat under cultivation n the West this year will e fully 25 per cent. more han last year," stated Professor T. Ferrier, ead of the school for eaching agriculture to he Indians located at Brandon, to he representative of the MacLean ublishing Company, who made a pecial trip to the West to report the onvention of the Saskatchewan branch f the Retail Merchants' Association of anada. This in brief is the story of the ope that is centred in the West this ear. It is a hope that springs anew each ear, but with the food supplies of the orld greatly depleted by the ravages of ar all eyes are centred more than ever pon the grain crop. This estimate of he increased wheat crop corresponds ell with other estimates that have so r been made.

This estimate of 25 per cent. more heat under cultivation does not mean at the amount of land under cultivation s been increased by that much. Con-tions last fall were not conducive to eaking up very much new soil. So far oisture has been adequate and with fav-able rains during May and June the inion prevails there should be a good op in the West this year. If present omise materializes it is estimated the portable surplus of wheat will be 350,-0,000 bushels. It is of course too early count the chickens, for many things ay intervene between now and the time e crop is ready to harvest. All that can said at the present time is that the omise is good. The greatest source wealth for the West is wheat. Be-use of this factor hope springs eternal the West—and the East for that mat-r as well—that the wheat crop shall be a good one each year. It is wheat that has made the West. It is the wheat that has furnished the wherewithal for the development of the industries of the West.

Area of Western Province

The area of the three Western Provinces of Manitoba, Saskatchewan and Alberta is 479,162,438 acres. Of this it is estimated that some 200,000,000 acres are arable land. It is estimated that but little more than 10 per cent. of the available land is under cultivation. When the West is thoroughly cultivated it will be seen that immense possibilities lie before the country. The future of the cities and towns of Western Canada will be measured by the size of the crops of the three prairie provinces.

The greatest part of the crop of the West is handled through Winnipeg, and it is small wonder therefore that Winnipeg has become such an important distributing gateway. On the basis of local trade figures it is estimated that the city of Winnipeg sells throughout the extensive area for which it is the economic distributing centre manufactured goods somewhat in excess of $175,000,000 annually. The purchasing power of the Western Canada market is directly co-related to the productive power of the country. With an exportable crop of 300,000,000 bushels of wheat valued around $2.20 per bushel it will be seen that the West may have something over $6,000,000 to spend as a result of the wheat crop alone. More and more the West is turning to diversified farming. Oats, barley, flax, livestock are important items also when the wealth of the West is being considered.

Purchasing Power of West

Some interesting figures were compiled by the Winnipeg Industrial Bureau showing the amount of goods shipped into the West for the years 1911 and 1912. There is an enormous interprovincial commerce being carried on as indicated by the figures gathered at that time. The following figures show the straight car lots of various commodities that were handled for the West through the various Winnipeg jobbing houses during the year 1911:

	Car Lots.
Agricultural implements	2,120
Wire nails, fencing	1,539
Cement	1,180
Furniture	1,090
Hardware	1,042
Sugar	972
Paper	868
Machinery	765
Carriages and wagons	712
Iron pipe	682
Stoves and ranges	584
Canned goods	571
Brick	539
Barrels	514
Sewer and drain pipe	667
Automobiles	436
Glass, window and plate	406

Transactions of Retailers

Compilations from the records of turnover of various Winnipeg jobbing houses for the year 1912 showed some interesting figures with respect to the amount



Main Street—the Financial District and a Glimpse up Notre Dame Street—Winnipeg.

of goods handled by Western retailers through the Winnipeg houses. Following are the figures:

Groceries	$15,000,000
Hardware	16,000,000
Agricultural implements and machinery	25,000,000
Dry goods and textiles	17,000,000
Iron and building trades	12,000,000
Boots and shoes	6,000,000
Automobiles	6,000,000

Signs of Prosperity

One of the signs of prosperity of any community is the increasing number of automobiles in use. There has been a great increase in the number of automobiles in use in the West even from a time so recent as the year 1911. As an instance of this development the numbers in the province of Saskatchewan might be cited. During the year 1911 records show there were 1,304 licenses issued in that year. Already for the first four months in 1918 the number of licenses issued exceeds 33,000. The increase in the number of automobiles in Alberta is keeping pace with that in Saskatchewan. For the first four months of the present year there were 21,080 licenses issued in Alberta as compared with 20,639 in the entire year of 1917.

Rich in Water Power

In these days when the development of electric power is becoming such an important factor in the industrial welfare of any community it is of interest to know that the water powers of the Western Provinces hold vast possibilities in this regard. It is estimated that in the Province of Manitoba alone there are some 7,000,000 horsepower capable of development. It is stated that the city of Winnipeg has in the Winnipeg river alone power sufficient to supply a city of 2,250,000 people. With such an abundance of water power the West is bound to loom large in industrial development in the years that are to come. It is small wonder that with such potentialties that "hope should spring eternal in the West."



Looking up Portage Ave., Winnipeg.

WINNIPEG GROCERY SECTION

WESTERN CANADA

To Independent Canners.

We are open to take on a good Independent Canning account. Pack must be standard quality. Correspondence solicited. Exceptional facilities for placing your entire pack in the West if desired. Let us hear from you promptly.

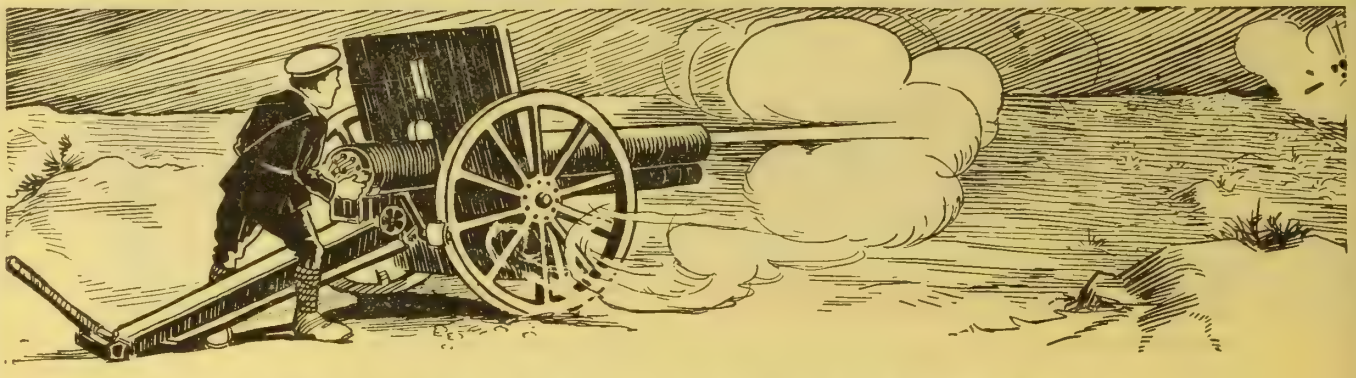
H. P. PENNOCK & CO., LIMITED

WHOLESALE GROCERY BROKERS

MANITOBA SASKATCHEWAN Head Office **WINNIPEG,** Manitoba ALBERTA WESTERN ONTARIO

Representing The Canadian Salt Co., Limited; Atlantic Sugar Refineries, Limited; Lea & Perrins, etc.

WINNIPEG GROCERY SECTION



QUICK ACTION!

TO help win the war the Government have seen fit to cut down our supply of sugar, with the result that our output of confectionery and biscuits is reduced one-half.

THIS means that our twenty-four travellers will be working only half time. Some manufacturer of a grocery specialty can use the other half. We guarantee to put your line on the map quicker than any other organization in Western Canada.

IF you are a manufacturer who can use a staff of two dozen sales-producing specialty men, write us to-day. There never was such an opportunity to hitch up with a live sales organization like this.

DINGLE & STEWART

Storage and Forwarding Facilities and Large Warehouses at Three Centres

BRANDON WINNIPEG EDMONTON

If any advertisement interests you, tear it out now and place with letters to be answered.

WINNIPEG GROCERY SECTION



Grasp this Opportunity!

Food! Food! The whole world is talking about food—and learning more about it every day. People everywhere are finding out what foods are best for them. And there lies your golden opportunity, Mr. Grocer. Make your store known far and wide as the home of *uniformly good food* by handling the full line of

No-Vary Quality Groceries

"If its No-Vary its ALWAYS GOOD"

In No-Vary Quality Foods you have a wholly dependable grocery line. Housewives quickly appreciate the values found in No-Vary packages and will confine their trade more and more to your store. Grasp the opportunity made for you by the *good food demands* of your customers—give them No-Vary.

Get in touch to-day with one of the Wholesale Jobbers, listed below, who market No-Vary Quality Foods in Western Canada:

Alexander Grocery Co., Ltd.	Camrose, Alta.
Brandon Grocery Co., Ltd.	Brandon, Man.
Camrose Grocery Co., Ltd.	Camrose, Alta.
Medicine Hat Grocery Co., Ltd.	Medicine Hat, Alta.
Moose Grocery Co., Ltd.	Moose Jaw, Sask.
MacLean Grocery Co., Ltd.	Regina, Sask.
Red Deer Grocery, Ltd.	Red Deer, Alta.
Swift Current Grocery Co.	Swift Current, Sask.
Simington Co., Ltd.	Calgary, Alta.
Weyburn Grocery Co., Ltd.	Weyburn, Sask.
Yorkton Grocery Co., Ltd.	Yorkton, Sask

No-Vary Products Co., Limited

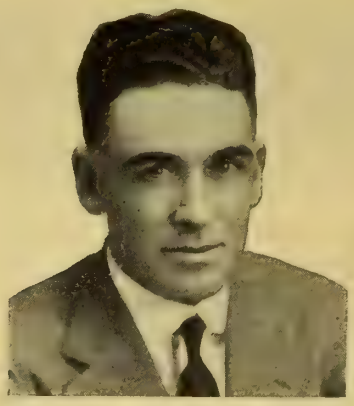
WINNIPEG



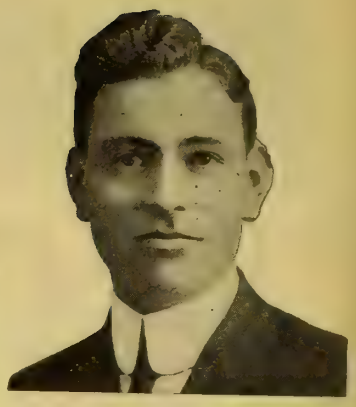
W. H. ESCOTT
President and General Manager
W. H. Escott Co., Limited.



T. H. KAVENEY, Director
Inspector of Branches,
Manager Regina Branch.



P. J. BOXER, Director
Sales Manager
Winnipeg.



D. F. McLAY, Office Manager
Secretary-Treasurer,
Winnipeg.



C. T. WOODSIDE,
Manager Calgary Branch.



T. D. WATT
Manager Edmonton Branch.



R. BLACK,
Manager Fort William Branch.

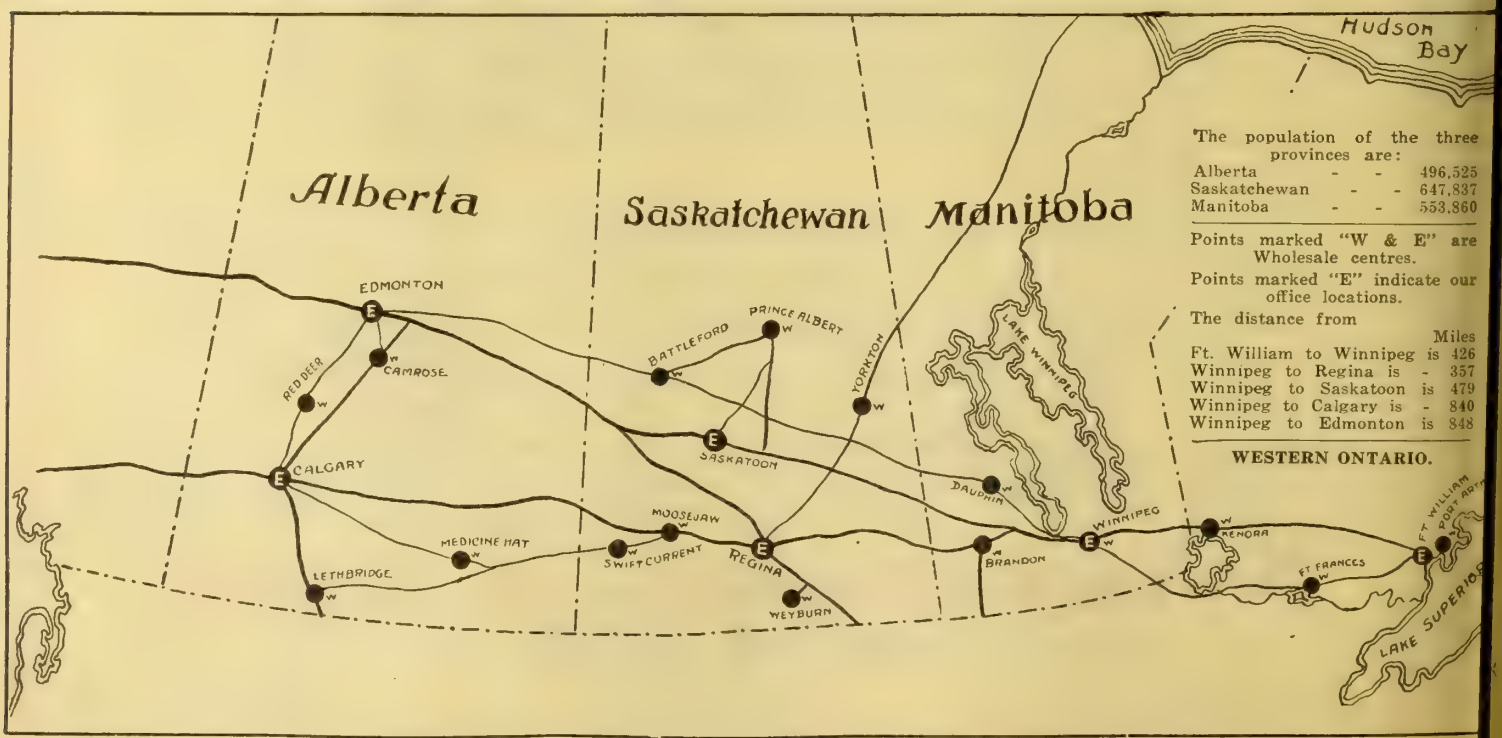


W. G. ROSS
Manager Saskatoon Branch.

Territory Covered by W. H. Escott Co.

Limited

Manufacturers Agents and Wholesale Grocery Brokers, with Offices at Winnipeg, Fort William, Regina, Saskatoon, Calgary and Edmonto



If any advertisement interests you, tear it out now and place with letters to be answered.

WINNIPEG GROCERY SECTION

They All Favor "AVICO" Vinegars

ALL discriminating consumers who seek "quality first," as well as those to whom "value for money" has first appeal, show a marked preference for "Avico" Vinegars.

VINEGARS that are made from the choicest materials, under Government Supervision in our Bonded Plant, and fully matured in wood until they acquire that mellowness, that full, rich, aromatic flavor and pleasing bouquet which long and careful aging alone can impart.

IN these strenuous war times, when an inadequate supply of high-grade raw materials has compelled many manufacturers to either reduce their output or lower the quality of their products, it is a genuine satisfaction to housewives and the trade to know that "Avico" Vinegars are to be had.

CONSUMERS and dealers are assured that they will get the quality and strength of Vinegar best suited to their purposes, as "Avico" Vinegars are sold only in sealed packages, which bear our guaranty of quality and strength—the 50 O.P. 176½ Acetic Grains, the Proof 118 Acetic Grains, and the XXX 88 Acetic Grains.

OUR packages are made by expert coopers in our own cooperage from selected kiln-dried oak, are treated with a special solution which renders the wood impervious to the action of any liquid, and then filled with "Avico" Quality First Vinegar and sealed with our patented seal.



Ask your Wholesaler

Acme Vinegar Co., Limited

Makers of Vinegars in Bond

WINNIPEG, CANADA

WINNIPEG GROCERY SECTION

Excelsior Cream Macaroni is made in Winnipeg.



Excelsior Cream Macaroni

Ask your jobber to ship you a case or two of Excelsior Cream Macaroni. Get it displayed where your customers will see the neat eye-catching packages. You'll find sales easy.

Excelsior Macaroni Products Co. - Winnipeg, Man.

Exclusive Representatives: DONALD H. BAIN COMPANY, Winnipeg, Saskatoon, Regina, Calgary, Edmonton, Vancouver

TO MANUFACTURERS AND SHIPPERS

We represent some of the largest manufacturers and importers in Canada and the United States, and, if your line does not conflict with any of our present agencies, we can handle your account, and guarantee you satisfactory results.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

If any advertisement interests you, tear it out now and place with letters to be answered.

WINNIPEG GROCERY SECTION

STUART WATSON — WE COVER MANITOBA, SASKATCHEWAN AND ALBERTA — A. TRUESDALE

TRACK WAREHOUSE
DISTRIBUTING

FORWARDING
AND
STORAGE

TELEPHONES MAIN
1850
5366

WATSON & TRUESDALE

WHOLESALE

COMMISSION BROKERS & MANUFACTURERS AGENTS

120 LOMBARD ST

CABLE ADDRESS
"STUWAT"

CODES
WESTERN UNION
UNIVERSAL EDITION
A.B.C. 4TH & 5TH
EDITION
BENTLEY'S FIRST
EDITION
J. K. ARMSBY'S
LATEST CROSS

WINNIPEG,
May 24/18

TO MANUFACTURERS AND PACKERS:

GENTLEMEN:-

Years of experience coupled with an efficient sales organization calling constantly on both the Wholesale and Retail trades in Western Canada are the reasons why we suggest if you want your business intelligently handled and your products sold, that you write us.

If we are entrusted with your account you will be assured of efficient representation that brings results.

Yours very truly,
WATSON & TRUESDALE



The Same Perfect Milling

The same up-to-date, expensive machinery, the same careful supervision, and the same rigid baking tests are given our new Purity Flour (Government Standard) as were given the old Purity Flour milled before the present Government regulations were put into force.

PURITY FLOUR

(GOVERNMENT STANDARD)

is a superior product milled from Western hard wheat —the best wheat in the world.

IMPORTANT! The recipes contained in the Purity Flour Cook Book are recommended for the successful use of the New Purity Flour (Government Standard).

Western Canada Flour Mills Co., Ltd.
Head Office - TORONTO

Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

WESTERN SECTION



A Word to Western Retailers

We offer you a line of very high-class groceries — a line with every essential quality making for easy selling and repeat orders.

TRIAN GOODS

manufactured and sold by us possess **STRENGTH, PURITY,** and **FLAVOR** to delight the heart of every good housewife.

Repeats and quick turnovers are necessary to a successful retail business. Trian Goods give you both in overflowing measure.

Try them next time.



Quality Lines We Control:

King Beach Jam
Hygeian Canned Fruits and Vegetables
Gold Bar Catsup in glass
Gold Bar Canned and Evaporated Fruits

Cameron and Heap, Limited

Saskatchewan Houses

SWIFT CURRENT REGINA PRINCE ALBERT

WESTERN SECTION

Western Home of The Quaker Oats Company



In addition to the above modern plant at Saskatoon we have elevators in the best grain growing sections throughout the West. These ensure a continuous supply of the choicest oats and wheat, enabling us to maintain the QUAKER standard in our products.

Quaker Standard Flour
Tillson's Scotch Fine Cut Oatmeal
Quaker Toasted Corn Flakes
Pettijohn's Breakfast Food
Pure Gold Corn Meal
Rolled Wheat
Farmers' Special Chop
Bell Cow Bran
Quaker Oats
Quaker Best Cornmeal
Puffed Rice
Tillson's Scotch Health Bran
Pot and Pearl Barley
Graham Flour
Schumacher Feed
Bell Cow Shorts

THE QUAKER OATS COMPANY
Peterborough, London, Sudbury, Neepawa, Saskatoon
CANADA

WESTERN SECTION

PAPER

Imported and Domestic

FOR ALL TRADES

WRAPPING PAPER—Boxes—Cartons
TWINES OF ALL KINDS
Millinery—KRAFT & MANILLA BAGS

LARGE STOCK LOWEST PRICE PROMPT SERVICE

H. G. SMITH LIMITED

Wholesale Paper and Stationers

REGINA SASKATCHEWAN

To the Manufacturer:

WE ARE OPEN TO ACCEPT AGENCIES FOR NEW LINES. OUR SALESMEN ARE SPECIALISTS. WE COVER SASKATCHEWAN AND ALBERTA REGULARLY. GIVE US THE OPPORTUNITY OF REPRESENTING YOU.

We can fill Your requirements for

MAPLE PRODUCTS

MAPLE SYRUP

"CANADA'S BEST" Brand

MAPLE SUGAR

MAPLE BUTTER

MAPLE CONFECTIONS

CANADA MAPLE EXCHANGE, LTD. MONTREAL

SCOTT-BATHGATE CO., Limited, Western Representative

EL ROI-TAN PERFECT CIGAR

WESTERN SECTION

Just To Remind You

hat we have an office in Winnipeg which enables us to handle Western orders promptly and satisfactorily.

We carry some of the livest selling lines in the market. Here are the names of a few of them:

Kkovah Products
St. Williams Jams
Curling Marmalade
Nobility Confectionery
Taylor & Pringle Catsup and Pickles
Paris Pate
Mephisto Devilled Ham
Beich's Gums
Edwards' Floor Wax
Cooker Brand Petit Pois
Good Health Food
Hyslop's Blended Jams
Purity Syrups
Full Cooked Dinner
Crown Packing Company



Keep this list handy. It will facilitate the ordering of goods that sell.

Clip it out now and paste it in your order book.

Maclure and Langley, Limited

Grocers, Confectioners and Druggists' Specialties

ORONTO **WINNIPEG** MONTREAL

You need this (perishable) Food Controller now

With it in your store you are absolutely certain of sweet fresh unspoiled perishables in the hottest Summer weather.

The most practical refrigeration principles evolved during a 30 years' experience in refrigerator making are all embodied in the

EUREKA

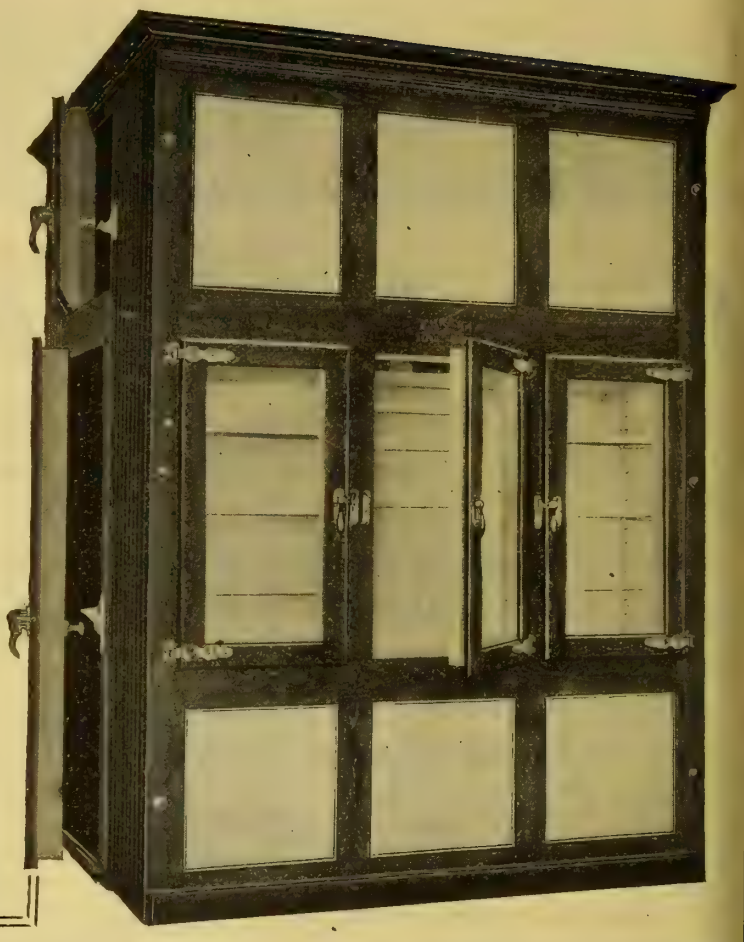
There is no other refrigerating device available that will keep Fresh Meats (in an unfrozen state) longer or purer than the EUREKA Refrigerator.

And whatever your requirements we have a model to suit you. Our catalog gives you full particulars and prices.

We'll mail it you on request.

Eureka Refrigerator Co., Ltd.
11 Colborne Street, - TORONTO
Phone Main 556

Branches: Jas. Rutledge, 2608 Waverley St., Montreal; J. H. Galloway, 194 Main St. E., Hamilton; Geo. Bonnycastle, Winnipeg; Walter Woods & Co., Winnipeg, Man.



Advertisement pulls for five months, and still at it.

The Hobart Manufacturing Company, Toronto, makers of Store Equipment, received a reply the other day from a merchant in the British West Indies, to an advertisement of theirs in CANADIAN GROCER of October last. That merchant evidently keeps every issue of his business paper on file. He is not the only merchant who does so.

A Canadian merchant required a particular iron product. He remembered that it had been advertised by a certain firm TEN years before in the MacLean Business Newspaper to which he subscribed. He was able to turn up his files to that very advertisement, and he placed his order.

MacLean Business Newspapers add this extra long life to the advertisements that appear in their pages. The business men who subscribe to them read them thoroughly from first page to last.

MacLean Business Newspapers are kept on file by their readers. They are continually being referred to for business facts. They are continually being referred to for particulars of advertised goods, and for addresses of advertisers. MacLean Business Newspapers reach the business communities interested in your goods. Write to-day for advertising rates of the Business Newspaper most interesting to the readers you want to reach.

THE MACLEAN PUBLISHING COMPANY

Publishers of MacLean's Magazine, Farmers' Magazine, The Financial Post, Canadian Grocer, Canadian Machinery, Hardware and Metal, Dry Goods Review, Men's Wear Review, Bookseller and Stationer, Sanitary Engineer, Power House, Printer and Publisher, Marine Engineering, Canadian Foundryman.

153 UNIVERSITY AVE., TORONTO

WESTERN SECTION

We will push your product in the West

Get the very best results from this prosperous field by letting us represent your interests right on the spot.

Twelve aggressive men (nine doing retail work exclusively) guarantee you rapid results.

Full particulars without any obligation from

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg



WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce

Winnipeg - Manitoba

THE

Robert Gillespie Co.

MALTESE CROSS BUILDING

WINNIPEG

IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

Williams Storage Co.

WINNIPEG

Lessees

WINNIPEG WAREHOUSING CO.

288 Princess Street

Owners

C. S. TURNER CO.

147 Bannatyne Avenue

Prompt and Efficient SERVICE

Bonded or Free Storage

Track Facilities Steam Heating

WAREHOUSING DISTRIBUTING
STORAGE

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

When answering
Advertisements please mention
Canadian Grocer

WHOLESALE

GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.

WESTERN SECTION

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

Saskatchewan Merchants

Send us your butter and eggs for storing. Our new, modern Cold Storage plant is one of the finest in the country. Satisfaction assured. Moderate charges. Write or 'phone for storage prices.

Eastern Manufacturers

We have the facilities with our new storage and forwarding warehouse to store your goods in the most central point in Saskatchewan. Prompt and efficient service is our motto. Enquiries given immediate attention.

The Regina Cold Storage & Forwarding Co.

Regina LIMITED Sask.

Send Us That Photograph

The CANADIAN GROCER is published in the interests of the Grocery Trade from coast to coast. It is the effort of those charged with its production to make its contents of use and interest to every one of its numerous subscribers. You can help us in this matter if you will.

There are photos of window displays, or store interiors that you might send us.

There are suggestions on selling methods, and novelties in display, that would be of interest to all our readers.

Will you help us to make this paper an even greater success by assisting us in these ways with pictures and suggestions?

In sending in picture of a window display, tell us about how it sold the goods.

The Editor, Canadian Grocer

143-153 University Ave., Toronto, Ontario

CANADIAN GROCER

Vol. XXXII. TORONTO, MAY 24, 1918 No. 21

Saskatchewan Convention Big Success

Association in Flourishing Condition in the West—Many Important Matters Considered—A New Impetus to Trade in Prairie Provinces

SASKATOON, May 14.—From the early discussion at the proceedings of the first day of the Saskatchewan Retail Merchants' Association convention, it is to be seen that the problem of manufacturers selling direct in some instances to the retail trade, and of wholesalers selling foodstuffs direct to laundries and hardware, dry goods and foodstuffs direct to threshing outfits and others not legitimate retailers, is one of the biggest just now in the West.

The mail order question was incidentally touched upon once or twice during the discussion, but the question is on the list to come up later on during the convention proceedings.

During the past year there has been a change in the operation of the work of the association asa Dominion body by the establishment of a Western Executive Council and an Eastern Executive Council, each of which considers problems common to its own particular district and which later come under the eye of the Dominion Board. This is explained in connection with one of the resolutions below.

The convention was held in the Saskatchewan University Building. For a number of reasons the attendance was not large. Among them were shortage of help in the stores, cutting out of convention rates and increase of 15 per cent. in railway fares, etc. However, after the delegates got warmed up to the business at hand, the lack of a large attendance was made up in enthusiasm and the businesslike way in which discussions were conducted.

Urged Consideration of Delivery Problem

President A. A. Evans, Outlook, Sask., presided. Mayor A. McG. Young welcomed the convention delegates. The Mayor complimented the association on its organization, referring particularly to the excellent work being done by the Traffic Department. Any organization that tends to the operation of business more cheaply is undoubtedly of great value to the country, he said. The town and city delivery problem—duplications particularly—was one he thought ought to receive as much attention as possible. If people in the country can buy supplies for a week at a time it should not be any hardship for those in the city to do with one delivery a day, was his suggestion.

J. J. Polson, Regina, replied, thanking the Mayor for his interest in the convention.

President Dr. W. C. Murray, of the University of Saskatchewan, Saskatoon, added to the welcome of the Mayor. The convention was an important agency towards the forming of public opinions, he said, and for that reason was most important from the standpoint of the welfare of the country. "The more we turn our conventions into educative gatherings, the more valuable and the more successful will they be, and the more far reaching their results. These conventions are developing the provincial ideas among us and causing to disappear rapidly the small local jealousies," was the chief thought he left with the delegates.

George Morrison, secretary of the Moose Jaw R.M.A., replied for the association.

Address of the President

President Evans read a message from E. M. Trowern, Dominion secretary, wishing the convention every success. Mr. Evans explained that having gone out of the retail business some months ago, and being away from the province he was out of touch with the situation. He would ask First Vice-President H. D. MacPherson, Regina, to read the president's address. Mr. MacPherson reported as follows:

THE PRESIDENT'S REPORT

"Since enjoying the hospitality of the Moose Jaw local at the convention twelve months ago, much history has been made both at home and abroad. These be times when the world is moving at a rapid pace and conditions, outlook and desires of our whole race are altering and re-shaping themselves overnight to meet the unceasing demands of international upheaval. The retail merchants, from their intimate relation to the activities of our people and country, must of necessity be a part of any such general tendency. It naturally follows that this report has to chronicle a number of very important happenings



City Freight Yards of C.N.R. 2nd Ave. looking North, Saskatoon, Sask. C.N.R. Depot, Saskatoon.

which will yet be found to be of heavy import to the future of this and similar bodies.

"Leaving the last convention with instructions from you as to the undertaking of Alberta organization, your executive started actual work in that Province in June, 1917, sharing with the sister state the time of our organizers. Now, at the end of almost a year of operation under such a basis, it is a pleasure to report that in the Province of Alberta there are 627 retail merchants who are members of our association and are receiving our service. We have been able to administer their organization affairs and liquidate old liabilities to the extent of $1,435.00, with every prospect of being able to hand over the organization in another year's time on a good sound footing with a membership large enough to warrant their operating their own service department.

"Members of your executive have had two formal conferences with the Alberta officers during the past year. Last October we met them in Calgary with reference to the reorganization of the Dominion Board; in April of this year a meeting was held in Edmonton when the government of Alberta was interviewed on matters of important legislation and afterwards matters of domestic policy were discussed and planned. We take this opportunity of acknowledging the hearty support of executive and retailers of Alberta in our efforts on behalf of their organization. The results thus far have shown clearly that your decision to undertake this work was wise and will have a powerful influence on the future good of our association in both Provinces and in a larger field throughout the Dominion.

"The Retail Merchants' Association is now an unbroken chain from Atlantic to Pacific and in April last at Ottawa, for the first time, duly accredited representatives from every province sat at the council board, each with a live provincial organization behind him.

"In matters of legislation which will be dealt with in detail in the secretary's report, I just wish to mention that we had the privilege at the last session of the legislature of appearing before the committee on laws and amendments and presented the items you gave us to bring before them at the last convention. We were able to have the Hawkers' and Pedlars' license raised from $25.00 to $100.00, and the City Act amended to provide for a half-holiday. The Factory Act which was in force in Alberta militated very unjustly against the merchants in that Province, and we were successful in having the objectionable clauses removed. The reason we mention this here is to show you the advantage of being organized, which prevented an act of this kind being put in force in this Province. We were also successful in having the Small Debts Act put in operation in Alberta.

"Those of you engaged in distribution of foodstuffs are already familiar with the licensing requirements of the office of the Food Controller. Difficulties and awkward features have already imposed themselves upon your notice, even though you are all of one opinion as to the necessity of some such machinery of control for the purpose of conserving essential foods to the best advantage and with the least possible hardship. Difficulties are bound to arise in carrying out any plan forced to hurried completion as this one was, but hearty co-operation of many interests and organizations has no doubt helped the Food Controller to avail himself of varied opinions and experiences so as to minimize troubles resultant on the operation of his regulations.

"At the beginning of framing these regulations, our association was hurriedly called into conference with manufacturers, jobbers and wholesalers for the purpose of advising the Food Controller. The time was too short for any proper representation of our members on a Canada-wide basis and our interests had to be represented at that first conference by merchants who were convenient to Ottawa and who made the necessary sacrifice of time to attend. The basis suggested for further consideration was an admirable one with the exception of a few points in which peculiar Western conditions were not considered or known. At subsequent hearings held by the representative of the Food Controller at Calgary and Regina, these matters were laid before him by executives and members of both provinces with the result that particularly objectionable points of regulation were eliminated or modified to such extent as to remove the ill effect.

"At the request of the Food Controller, three grocers were appointed as advisers on behalf of our body and members, Messrs. Nichol of Radisson, Neil of Saskatoon, and Biggs of Regina. Our experience in this matter afforded just one more evidence of the need of Dominion re-organization with a view to providing machinery which would be flexible enough and mobile enough to do the work of our organization without loss of motion and time. This report is particularly happy in being able to state that such re-organization is now an accomplished fact after three years' agitation and effort by your successive executives.

"Following the meeting of the Dominion Board in 1917, your executive reached a point in relation to the Dominion Board where further acceptance of existing conditions was out of the question—if we were to discharge our obligations as your representatives. You were called to a special meeting in Saskatoon in October, 1917, to be asked for specific instructions for our guidance. By practically a unanimous ballot of absent members, and by wholly unanimous vote of members present, the action of your executive was sustained and full power given us to push negotiations to a final issue. At the close of the meeting an executive went into conference with Mr. E. M. Trowern, Dominion secretary. A further conference was held at Calgary two days later at which your executive and Mr. Trowern were joined by representatives of Alberta and British Columbia. An adjournment was made to Regina and at this third session a basis of agreement was struck which has since been ratified by the Dominion board and put into operation.

"The new form of organization arises from the acknowledgement of the fact that the needs of Canada as a unit can in many respects be best served by recognizing conditions in East and West as dissimilar and therefore to be best solved by intimate acquaintance with territorial conditions, together with an appreciation of the association's growth to a point where partial decentralization of machinery must make for added efficiency.

"Nova Scotia and Prince Edward Island have been merged for association purposes so that there will be four provincial branches in the East and a like number in the West. In the West each province is represented by an executive officer on the Western executive council. This council will act in conjunction with a similar council of the East in matters pertaining to the Dominion as a whole. The eight members of the two councils will constitute the Dominion executive council.

"Our per capita tax will be payable to the Western executive council instead of to the Dominion board as formerly. Our Western council will bear one-half of the expenses of the Ottawa office and administration with adequate control in policies of action and expenditure. The personnel of the Western executive council as struck at the Dominion board meeting last month is as follows:—

British Columbia—G. A. Howker.
Alberta—T. A. Gaetz.
Saskatchewan—J. L. S. Hutchinson.
Manitoba—J. A. Banfield who is also Dominion president for the coming year.

"While on the subject of Dominion matters, reference should be made to a joint meeting of manufacturers, wholesalers and retailers held last August in Montreal at which your executive was represented along with several other provinces and the Dominion board. This conference was arranged at the request of your resolution passed at our last convention, with a view to laying before manufacturers and wholesalers our need of their further help in keeping the cost of distribution down to such a level as will offset some of the increase in cost of necessities. The retailer is in many instances forced to shoulder the blame for increased cost, when as a matter of fact he is discriminated against in the market where he buys. All we ask is that you should have the privilege of buying to as good advantage as anyone else who claims to give a distribution service. These points were all discussed at the above conference and the co-operation of manufacturers and wholesalers asked. Your executive are sorry to be unable to report any encouraging results or any reasonable prospect that your difficulties along this line will meet with any lightening, unless it be by your own efforts. This report is quoting a formal resolution of your executive in stating that in the absence of the necessary relief from outside co-operation, the retail trade is morally free to take such steps for betterment as the situation may require.

"A matter which your executive have had in consideration for some time seems to be coming a reality at last. In the matter of a course for retailers at the Saskatchewan University your executive have information which leads them to believe that this will be instituted in the near future.

"Another important step in our arrangements was completed in February when the executive of the Saskatchewan Retail Implement Dealers' Association, met your executive and after discussion decided to allow their organization to lapse and to advise all retail implement dealers in this province and in Alberta to become members of our association. The implement trade in the West is of large proportions and is meeting its own share of problems and doing its fair share in carrying on the general activity. Their troubles and needs are basically the same as all other branches of retail trade and their joining us should prove a big benefit to all sections of our membership. Pending further arrangements at this convention, your executive accepted a nominee of the Implement Dealers' Executive to act in an advisory capacity with us in all matters directly affecting the trade.

"It is a pleasant duty to congratulate various centres on the splendid progress they have made in broadening the sphere of service of the local branch. In Saskatchewan the cities of Saskatoon, Regina, Moose Jaw and Swift Current have made large increases in their membership and the two first named have installed permanent offices where regular service to members and visitors is being maintained.

OFFICERS FOR 1918

Following officers were elected for the coming year:—

Honorary President—A. A. Evans.

President — H. D. MacPherson, (Men's Furnishings), Regina.

1st Vice-President — J. J. Polson (Piano Merchant), Regina.

2nd Vice-President—S. D. McMicken (Grocer), Moose Jaw.

Treasurer—J. L. S. Hutchinson (Hardware), Saskatoon.

Secretary—F. E. Raymond (re-elected).

There was a tie vote for the office of Treasurer between Mr. Hutchinson and F. R. MacMillan, also of Saskatoon, President Evans giving the casting vote.

The convention next year will be held at Regina.

Similar activity in varying degree must be commended in Edmonton, Calgary, Medicine Hat and Lethbridge. These live local organizations mean a great deal to their own members and also contribute to the general vigor of the provincial branch both in money and morale.

"At last convention you expressed the wish that your executive get in touch with representatives of the farming associations with a view to closer co-operation and better agreement of plans in all matters of mutual benefit and interest. In September, 1917, a committee waited upon Mr. Maharg, president of the Saskatchewan Grain Growers' Association, assuring him of our desire to co-operate with their executive and promising to hold ourselves in readiness to meet with them in conference at whatever time would besuitable, they to advise us as to date. We regret that thus far no conference has been announced or held. Our regret has been accentuated because of the splendid possibilities discovered to be latent in such a plan, by our conference last February with Mr. Wood, president of United Farmers of Alberta and Mr. Rice-Jones, general manager of the Alberta division of the United Grain Growers, Limited. Your executive appreciates very highly the frank interchange of views with these gentlemen and we have reason to hope that a further community of interest will be furthered by approaching meetings with the full U.F.A. executive. The farmers' problems are our problems and only by joint action can we reach a solution which will be really useful to the West as a whole.

"Following our belief that a clear understanding of our hopes and aims will secure for us increased consideration and help from all classes of citizens, we have inaugaurated a publicity campaign. Arrangements have been made with leading newspapers of the province and Alberta, by which at regular weekly intervals material will appear dealing with retail problems, their solution from the inside and their relationship to the good of the consumer. Mr. Dainow, the latest acquisition to our staff, has this campaign in charge and results thus far are very pleasing.

"Your executive wishes to remind you that anything it may have accomplished in the past year has depended to a large measure on the faithful service of field and office staffs. Our personal touch with most of you throughout the year is largely dependent on the interviews of the organizers. The service we are able to give you is almost entirely dependent on the smoothness with which the office activity runs. The other members of the executive feel that this report would be incomplete and unfair unless ample mention be made of the untiring efforts of F. E. Raymond, secretary, and his associates of the paid staff.

"You will notice an innovation in our program for this week. At the closing session a space has been provided for a discussion of policy for the coming year, after the election of your next executive. Your present executive before laying down their office woul dtake the liberty of suggesting that their successors might be greatly helped by some further division of duties and responsibilities.

"Your association is growing. not only in numbers but in influence. We are being called into conference in connection with increasingly numerous phases of public plans and these avenues of effort will no doubt multiply. War problems and reconstruction plans will also add their quota to the obligations of this organization and the load of the executive wil lincrease.

"Even in the past year, the individuals on your board have given to association matters time to the extent of at least three weeks in the aggregate and some of us have spent over six weeks' actual time on your business. Every one of us are glad to have been able to do what we could for the association and you are under no obligation to us if we have served the common good. If in the future there



H. D. McPHERSON
Regina, Sask.

be a corresponding increase of activity, the point must soon be reached where many of you, competent to do your share on the executive, will be forced to decline because you simply cannot give the time which the work will demand. Such a state of affairs would be unfortunate and ought to be avoided if possible. May we ask you to consider this problem to the end that some plan may be evolved in which "many hands may make light work?"

Mr. Polson, in elaborating on the above report, pointed out that the surplus from the general funds was only $11.44. The fact is, he added, that it cost us $11.99 out of each membership fee of $12 to operate the business. The larger surplus shown in the statement was due to obtaining revenue from other sources. He suggested that later on a discussion would take place in regard to a slight increase in the annual fee.

THE ACORNS PRODUCE THE OAKS

While in Regina last week CANADIAN GROCER representative came across the minutes of a meeting of the Board of Trade held there March 5, 1913, dealing with the question of a Saskatchewan Retail Merchants' Association. Members state this was the nucleus of the present aggressive organization.

H. G. Smith, of H. G. Smith, Limited, wholesale grocers, was then president of the Board at that time. The minutes show that he read a communication to the meeting suggesting the provincial organization and a convention to discuss plans. The Board of Trade. Implement Dealers' Association, Canadian Credit Men's Association, the Commercial Club, the Regina council and retail merchants were mentioned as those who could assist in this work.

The committee selected to deal with the matter was: C. O. Hodgkins, H. A. Knight, R. J. Lecky, S. C. Burton, A. Gibbons, and A. M. Nichol.

A convention was held shortly afterwards and the association organized.

A. G. Moncrief, general merchant, Glenavon, Sask., remarked he would be glad to see the membership fee doubled as far as he was concerned because of the greater service being given.

C. C. Reid, Kindersley, thought that on account of the increase in cost of living the office staff should have an increase in salaries. Secretary Raymond pointed out this had been done to extent of about 25 per cent.

R. S. Hodson, hardware merchant, Maple Creek, asked the number of members in Saskatchewan.

Secretary Raymond replied that 1,214 had paid their membership fee in 1917, and 376 in Alberta.

A Substantial Balance.

Treasurer J. J. Polson, Regina, presented his report as follows, showing how the funds stand:

BALANCE SHEET—December 31, 1917

The Retail Merchants' Association of Canada, Inc.
Saskatchewan Board
Saskatoon, Sask.

ASSETS

Petty cash on hand	$ 5.00	
Cash in bank, general account	241.25	
Cash in bank, savings account	1,755.10	
		$ 2,001.35
Accounts Receivable—		
Collection department	$ 6.30	
Retailers Trust Company	368.80	
Loan to B.C. Association	40.00	
Advances to employees	100.00	
		515.10
Furniture and fixtures	$1,250.09	
Automobiles	849.30	
		2,099.39
		$ 4,615.84

LIABILITIES

Accounts Payable—		
Collection department	$ 246.79	
Dominion Ass'n for dues	310.85	
		$ 557.64
Balance, being surplus as at December, 1917		4.058.20
		$ 4,615.84

STATEMENT OF INCOME AND EXPENDITURE

For one year ended December 31, 1917
The Retail Merchants' Association of Canada, Inc.
Saskatchewan Board,
Saskatoon, Sask.

INCOME

Dues—		
Saskatchewan	$14 481.52	
Alberta	4.483.00	
		$18 964.52
Commissions on collections		384.53
Sundry receipts		129.20
Retailer. advertising	$2.031.52	
Subscriptions	505.75	
	$ 2 537.27	
Less publication costs	1.737.80	
		799.47
		$20.277.72

EXPENDITURE

Office salaries		$ 6 319.50
Organizers' salaries and expenses. Saskatchewan	$ 4 285.65	
Alberta	1 226.80	
General	1,102.94	
		6 625.39
Convention expenses		794.40
Executive meetings' expenses		329.75
Dominion Association for dues		1.492.00
Stationery, printing and office supplies		993.67
Office rent		582.50
Legal expenses		156.00
Interest and exchange		41.83
Alberta R.M.A. accounts		947.85
Sundry expenses		759.07
Depreciation written off—		
Furniture and fixtures	$ 150.85	
Automobiles	283.00	
		433.85
		$19 486.81
Balance, income exceeds expenditure by		810.91
		$20 277.72

Jas. Clinkskill, haberdasher, Saskatoon, made a number of suggestions in connection with the treasurer's statement. It was decided to discuss the entire report later on.

Report of the Secretary

Secretary F. E. Raymond presented his report in part as follows:—

"It behooves us as retail distributors to do our part in assisting the government to carry out its war measures. Many of them may appear severe to those of us who are not in as close touch with the needs of the peoples in the war devastated countries, and our men at the front, as our government must of necessity be, but none of these measures are put into effect until after careful consideration, having due regard to the interests of the various bodies affected after consultation with their accredited representatives.

"This does not mean, however, that any restrictions placed into effect cannot be changed or modified if it is found they are unworkable, and that they place undue hardship upon any section of the community.

Helped to Raise Canned Goods' Ban

"It is in cases of this kind that the value of this Association to you as retail merchants is demonstrated. As an illustration we might mention that it was largely if not altogether due to prompt action on our part that the ban which was placed on canned goods during the threshing season last fall was lifted, it having been shown that while this measure might be practicable in Eastern Canada where produce of various kinds is extensively grown, it would certainly have hindered operations in the West during a critical period of the year if it had been allowed to remain in effect.

"The Food Control Board saw the justice of our contentions with the result as you know, that the Prairie Provinces was exempted.

"The Retail Clothiers have the Association to thank for the fact that the Government is not now supplying returned soldiers with civilian clothing due to protests having been forwarded from every Province in Canada pointing out not only the injustice to the Retail Merchants but the dissatisfaction that would be felt by the men themselves, who should at least be accorded the privilege of satisfying their own taste in this matter.

"As still another illustration we might merely mention the fact that it is due to the representations of this Association that the license fee for Retail Merchants handling food products is now based upon a minimum of two dollars instead of ten as was at first proposed.

"E. M. Trowern, our Dominion Secretary, located at Ottawa, is in constant touch with the various departments of the Dominion Government, and is frequently requested to appear personally for consultation and also before select committees conversant with conditions in connection with any particular lines of trade affected by any enactment the government may have under consideration.

How 1917 Resolutions Were Dealt With.

'To proceed with a resume of our year's work in this Province, possibly the first thing in order is to deal with the resolutions pased at our last Convention.

"Resolution No. 1—re Provincial License Fee for Hawkers and Pedlars.—I am pleased to be able to announce that, at our request, at the last session of the house, this license fee was raised from twenty-five to one hundred dollars.

"Resolution No. 2—Re cartage charges. This resolution was to the effect that shippers and railway companies be notified that on and after July 1st, 1917, advance charges for cartage on shipments would not be paid.

"Due to the fact that the Manitoba Convention was being held early in the month of June, your Provincial Executive thought it wise to delay any action in this matter until after that time, as it was made known at our Convention that the same question would be considered there, and joint action by the two Provinces was considered advisable.

"Manitoba passed a similar resolution to our own, with the exception that the time was set for September first instead of July first, as they felt that July first would not allow those interested sufficient time to make any necessary changes.

"Subsequent to the Manitoba Convention we kept in constant touch with them to ascertain when they proposed to act and were advised that as the same matter was to come up at our Dominion Convention to be held in Montreal in August they had decided to postpone any action pending results there.

"In due course the subject was introduced at our Dominion Convention, but after a short discussion was referred to a joint meeting of manufacturers, wholesalers and retailers, to be held during the course of the last two days' proceedings. Finally at this joint meeting it was thoroughly discussed from every angle, and generally agreed that cartage is a necessary service that cannot be dispensed with and that the present system is the most economical and satisfactory from every standpoint in which goods can be handled from warehouse to freight shed.

"For the reasons before mentioned, it was felt that cartage charges as they exist form a legitimate part of transportation costs, the question as to who should pay them being a matter between buyer and seller.

"Your Executive is of the opinion that even though we were to notify shippers and railway companies that cartage charges will not be paid after a certain date, it could not be enforced, for the reason that it has been held by the Railway Commission that cartage forms a legitimate part of transportation costs.

"Resolution No. 3—Re minimum carload weight of flour. In view of the fact that a 30,000-lb. minimum is provided for under the classification on this comodity, no action was considered necessary.

"Resolution No. 4—Re organization work in Alberta. This has been undertaken and caried on with good results, as will be shown later in this report.

Arranging for Mercantile University Course

"Resolution No. 5—Re University Course in Retail Merchandising. This matter has been taken up with President Murray of the University of Saskatchewan and it is quite probable that with the commencement of the next term, this course will be installed. It is also quite probable that within the very near future a short course extending over a period of four or five days will be arranged.



J. L. S. HUTCHINSON
Elected Treasurer of Saskatchewan R.M.A.

"Resolution No. 6—Re closer co-operation between commercial interests. Steps were undertaken to arrange a meeting between commercial interests of Western Canada, but after proceeding with these arrangements for a time it was learned that a similar meeting was to be held in connection with our Dominion Convention at Montreal, and for this reason our own plans were abandoned.

"Resolution No. 7—Re a more equitable system of taxation. This matter was taken up with the Manitoba Executive and the conclusion reached that the only thing to do is to agitate for the appointment of a taxation board.

"Resolution No. 8—Re re-sale prices and the appointment of an Inland Trade Commission. The bill introduced in the Dominion House for the abolishment of resale prices was thrown out. Sir George E. Foster has expressed himself as being entirely in favor of the establishment of an Inland Trade Commission and we have reason to believe that the matter will have the favorable consideration of the Government within the near future.

"Resolution No. 9—Re amendments to the City and Village Acts giving the Council authority to pass a by-law, upon receipt of a petition signed by at least two-thirds of the merchants in business, making a weekly half-holiday compulsory. This was taken up with the Government at the last session, and we were definitely promised that both of these Acts would be amended giving the necessary power. Unfortunately, however, apparently through some oversight on the part of the Government, the Village Act was overlooked. This will be taken up again at the next session.

"Resolution No. 10—Re N.S.F. cheques. This matter was referred to the Secretary of the Dominion Board and is now receiving the attention of that body.

"At our last Convention held in Moose Jaw on May 8th, 9th and 10th, 1917, the following executive officers were appointed:

A. A. Evans, Outlook, President (re-elected).

H. D. Macpherson, Regina, 1st vice-president (re-elected).

J. L. S. Hutchinson, Saskatoon, 2nd vice-president.

J. J. Polson, Regina, treasurer.

F. E. Raymond, Saskatoon, secretary (re-elected).

"During the year ten executive meetings have been held, in connection with two of which interviews were arranged with the Government for the purpose of discussing various matters of legislation which we were anxious to have passed at the last Session of the House.

"In connection with one other, an interview was held with the Hon. W. R. Motherwell, Minister of Agriculture, and W. W. Thomson, Registrar of Co-operative Organizations, with reference to co-operative trading.

"Three of these meetings, one at Saskatoon, one at Calgary, and one at Regina, were held in connection with the proposed formation of a Western Executive Council.

"The first of these meetings held at Saskatoon on October 25th was a general meeting to which all members of the Provincial organization had been invited. E. M. Trowern, our Dominion Secretary, was present at this meeting, and also at the two subsequent meetings held in Calgary and Regina, together with representatives from Alberta and British Columbia.

Two Executive Councils

"Finally at Regina a basis of agreement was reached which has since been adopted by the Dominion Board, resulting in the appointment of an Eastern and Western Executive Council, the two forming a Dominion Executive Council.

"The members of the Western Executive Council consist of J. A. Banfield, of Winnipeg — representing Manitoba — who was also appointed Chairman of the Dominion

Executive Council; J. L. S. Hutchinson, representing Saskatchewan; T. A. Gaetz, representing Alberta; and G. A. Howker, representing British Columbia.

This is something for which Saskatchewan has been agitating for some time and we are pleased to be able to say that it is now an accomplished fact, due to our efforts alone.

"One other meeting held in Regina on January 16th, 1918, was called to meet P. B. Tustin, the Assistant Food Controller at that time, together with representatives of other interests concerned, to consider the proposed regulations governing the distribution of food supplies. At this meeting there were also quite a large number of retail merchants present from different parts of the Province. Our representatives upon this occasion were well received, and it without doubt resulted in having removed from the proposed regulations certain claims which were considered unfair to the retail trade, but which did not in any way affect the underlying principle of the regulations.

"Our next meeting was held in Regina on February 13th and 14th, at the time the Joint Commitee of Agriculture and Commerce was in session. We were represented on this Committee by J. L. S. Hutchinson, who took an active part in the discussion upon the various matters introduced affecting the interests of the retail trade.

Implement Dealers Come In.

"On February 14th we met the Executive of the Retail Implement Dealers' Association by appointment, they having requested a meeting to consider the idea of disbanding their own organization and joining forces with this. The result of the interview was that they decided to do so and to recommend to the individual implement dealers throughout the province that they become members of the Retail Merchants' Association and take full advantage of the different services offered. This is only another recognition of the value of this organization, embracing all sections of the Retail Trade, as compared to single line Associations, which from the very nature of things cannot be as effective.

"At this Executive meeting an informal interview was also had with Mr. H. W. Wood, President of the United Farmers of Alberta, and Mr. Rice-Jones, who is connected with the trading activities of the same organization, which we feel will lead to closer harmony and co-operation between the two bodies. It is anticipated that a further meeting of this kind will be held in the near future.

"This step was taken because of the attietude expressed by Mr. Wood at the joint meeting of the Agriculture and Commerce, when he showed himself to be in full accord with the fundamental principle of retail distribution.

"At all executive meetings held throughout the year many matters of importance to the retail trade have been considered and acted upon.

"The President has outlined some of these in the course of his address.

"At all of these meetings with the exception of those held during the time that our President, Mr. Evans, was away from home, a full attendance was recorded.

"Your executive has been most generous in giving of their time in looking after the interests of our members. In no case has an executive meeting occupied less than one full day, in some cases two, and in other cases three days have been taken up. On every occasion it has been necessary for at least two members to leave home.

"In addition to the Provincial Executive meetings, three of your representatives attended the Dominion Convention held in Montreal in August, 1917, and one attended the Dominion Convention held in Ottawa during April this year. It has meant much to our future welfare that we were so well represented on these two occasions, as has already been explained to you by the President.

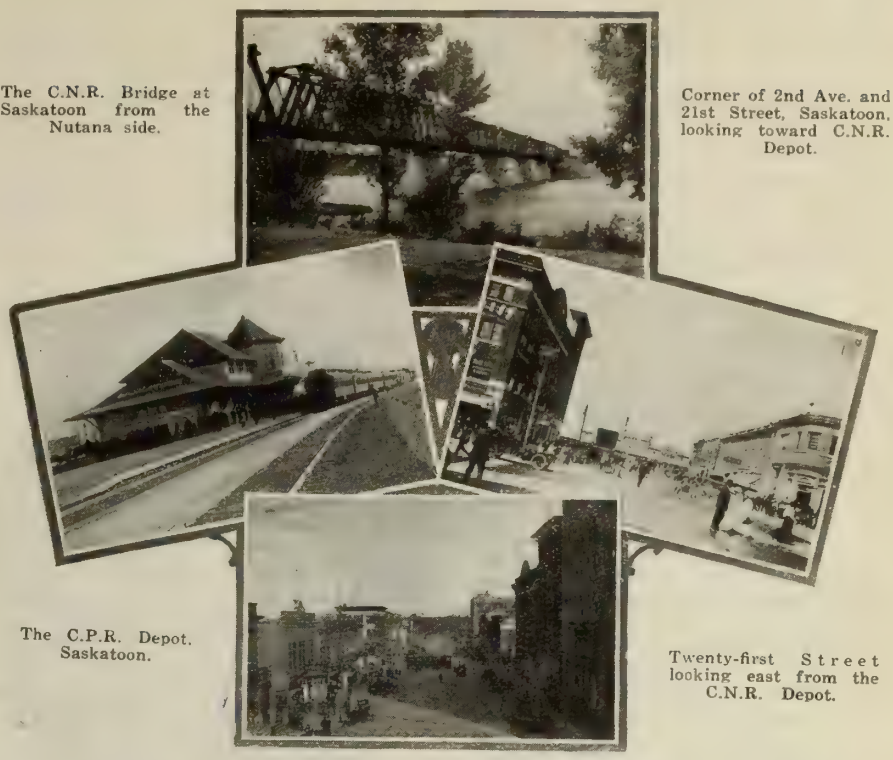
More than 1,600 Members in Saskatchewan

"Organization work has been carried on throughout the year in Alberta and Saskatchewan with good results. In June last year each of our organizers was provided with a Ford run-about, with which they have been able to make about one hundred per cent. faster time at practically the same expense. Furthermore they have benn able to visit towns which heretofore were impossible to reach without serious delay and expense owing to inadequate train service.

"With the exception of certain portions of Saskatchewan, which will be worked within the next month or six weeks, the two Provinces have been thoroughly covered.

"Our total paid up membership in Saskatchewan, as at December 31st, 1917, was 1,214, and in Alberta 376, making a total of 1,590 in the two Provinces.

"From January 1st to April 30th this year 395 members have been enrolled in Saskatchewan and 251 in Alberta, making a total of 1,609 in Saskatchewan and 627 in Alberta. The Saskatchewan total of 1,609 includes 467 members whose membership has expired since January 1st, but to this should be added 483 members in territory not yet visited by our organizers, who should be rightfully considered as members of the Association—making a net total of 1,625 members in Saskatchewan.



The C.N.R. Bridge at Saskatoon from the Nutana side.

Corner of 2nd Ave. and 21st Street, Saskatoon, looking toward C.N.R. Depot.

The C.P.R. Depot. Saskatoon.

Twenty-first Street looking east from the C.N.R. Depot.

Traffic Department Saves Money

"Our traffic department, with F. E. Hamilton in charge, has proved a very popular feature of our work. This, as you know, consists of checking railway expense bills for which a commission of 25 per cent. is charged on all amounts recovered and following up delayed claims for loss and damage. In connection with the former, amounts totally approximately $2,000 have been refunded by the railway companies and approximately $1,000 have been secured in settlement of loss and damage claims which amounts were recovered only through our efforts. In addition to this and of which no record has been kept many merchants have referred freight bills covering individual shipments to us for attention, requesting information as to whether or not the bills were correct.

"We have also received many inquiries respecting traffic matters in general, all of which have received careful attention.

"Mr. Hamilton, supported by your Executive, has appeared before the Railway Commission on three different occasions, in opposition to the various applications of the Railway Companies for rate increases and also in opposition to the proposed new freight Classification No. 17, which is still under consideration and is one of the subjects to be dealt with by this Convention.

"It will be readily appreciated that this work entails a great amount of correspondence which has occupied a large part of Mr. Hamilton's time. The work of the Department has increased to such an extent that we have found it necessary to engage additional help.

"There is one point in connection with railway expense bills which we would like to mention, and that is, that it is of no value to send bills in to be audited totalling under two dollars, as even although there may be errors, the amounts recoverable are so small that it is not worth your while, or ours, to bother with them.

"To those of you who have sent in bills to be audited and have received no report, we wish to explain that all bills are checked in order as received, and they have been handled as quickly as possible. With the services of an additional checker any delay which you may have experienced will be overcome.

"In connection with our publicity work, extensive changes have been made. In the first place our magazine, "The Retailer," has been considerably improved upon. It is our aim to embody in this an outline of any legislation, Dominion or Provincial, affecting the retail trade, and also to include articles of special interest or retail merchants as a whole. We feel assured that the magazine is appreciated by a great many of our members, particularly those who make a point of reading it.

"In addition to "The Retailer" extensive publicity is being carried on through the leading newspapers in the two Provinces.

"We have recently been able to secure the co-operation of the editors of a number of influential dailies in the publication of a Saturday feature page of news covering the activities of the Retail Merchants' Association. This in addition to the daily publication of items of interest is having the effect of not only creating a better understanding in the minds of the public, of conditions peculiar to the carrying on of a retail business, but also of acquainting them of the fundamental aims and objects of this Association.

"This work, including the editing of "The Retailer," is being successfully conducted by David Dainow, who has had several years' experience as a newspaper man and who for this reason should prove himself of value in this connection.

"Mr. Dainow succeeded W. R. Kell, who resigned his position in February last.

Getting in Many Old Debts.

"I am pleased to be able to report that our collection service is producing excellent results. The collection sticker and letter provided by the Association to members direct have been the means of collecting many thousands of dollars. It was felt by your Executive that this free preliminary service did not go far enough, and in June last year a Collection Department was established for the purpose of following up the accounts referred to us by means of collection letter stubs and otherwise, on a commission basis. Since that time until April 30th this year $4,042 have been collected. This, I think, you will admit is a most gratifying result and augurs well for the future of this department—the usefulness of which we hope to continually improve.

"We have reason to believe that many of our members either do not know that we are supplying a collection sticker and letter for the purpose of aiding them in collecting their accounts, or if they do they are not taking advantage of this service. In view of the excellent results obtained all of our members are strongly advised to make use of the facilities thus provided.

"Our Mutual Fire Insurance Company has made very satisfactory progress as will be shown by the reports to be given at the annual meeting to-morrow.

"One of the services rendered by our Insurance Department is that of checking the policies of other companies to see that they are concurrent in every respect, so that our members may know that they are getting the protection for which they are paying.

"This department is in charge of Joseph James, a man thoroughly experienced in the fire insurance business. Many inquiries have been received concerning fire insurance and as to the standing of other companies, all of which have received careful attention.

"In connection with the general policy of the Association it can be summed up in the one word "Service." This is demonstrated by the varied requests for information and advice being received daily, all of which are given individual study and replied to in an accurate and dependable manner.

"In view of the number of regulations being passed by the Canada Food Board, which naturally affect a large number of our members, it has been found necessary to keep in constant touch with the authorities at Ottawa in order that we might be in a position to give the most up-to-date information. This we have succeeded in doing and thus have been in a position to answer the large number of questions asked.

"Legal enquiries, applications for credit ratings, applications for store help, etc., have been carefully attended to.

"In this connection we appreciate the fact that our members are taking advantage of the services offered to the extent they are. This has naturally resulted in a great increase in work, necessitating staff and larger quarters for the Provincial Office.

"It may be of interest to the members to know that our office is the largest in Canada of any Provincial Office of the Association and employs the largest staff.

"In conclusion I wish to thank the Executive who have so faithfully performed the duties of their office.

"I wish, if I may, to earnestly counsel this Convention to elect year by year, strong Executives who will help the Provincial Secretary carry on successfully the ever-increasing work of conducting the affairs of the Association.

"I desire also to give public expression of my appreciation for the work during the past year which has been so faithfully performed by our organizers, G. W. Anderson and W. L. McQuarrie, and the Provincial Office Staff, each one of whom is deeply interested and specially adapted to the work they are doing and for this reason are of great value to myself and the Association."

J. A. Banfield, furniture dealer, Winnipeg, president of the Dominion Board of the R.M.A., and C. F. Rannard, boot and shoes, president of the Manitoba branch, were then introduced to the convention by President Evans. A. L. Strutchers, of Winnipeg, who was on the program to speak later on was also introduced.

The Problem of "Selling Direct"

One of First Resolutions Discussed at Saskatchewan Convention Brought Forward This Question of Long Standing—New Executive Councils Explained—Selling "Memberships" and Supplying Goods at Wholesale Another Problem on Slate

Reported by B. T. Huston, of MacLean Publishing Company's Editorial Staff.

THE RESOLUTIONS DEALT WITH

At the afternoon session on Tuesday Secretary F. E. Raymond opened the afternoon session by reading a number of resolutions. These were discussed one by one as follows:

Resolution No. 1.—That the basis of reorganization be accepted, as adopted by the Dominion convention held at Ottawa on April 16, 17, 18, and J. L. S. Hutchinson's appointment as Saskatchewan representative on the Western executive council be confirmed, and that the Dominion secretary be notified accordingly by registered mail to-day. Moved by Geo. Hazen, Hazen-Twiss, Limited (stationers), Saskatoon.

J. L. S. Hutchinson explained at the request of the president the circumstances leading up to this. It was felt by the Saskatchewan executive that there was required a system where the association could get quicker action on many questions of a purely western character rather than have to get the information and action through the head office of the Dominion Board. After many conferences in the East and in the West it was suggested that a Western Council be created composed of one member from each province, the same to apply to Eastern Canada to be known as the Eastern Executive Council. The two are to constitute what is known as the Dominion Executive Council, composed of eight members. Each council will meet as often as deemed necessary to deal with their respective problems.

The minutes are sent to the head office and the entire board meets once a year and deals with all the problems of a general nature that arise.

Mr. Hutchinson maintained that the West had been contributing more than its share in the past to the maintenance of the Dominion Board. Under the new arrangement the West undertakes to pay only 50 per cent. of expenses necessary to operate the Dominion office, leaving balance for purpose of their work in the West through the Western Executive Council.

President Evans asked why the Eastern representatives of the Dominion Board objected to the Western Board in the first place, and how this opposition was overcome. Mr. Hutchinson replied that the West felt better results were required in the way of organization. A number of conferences were held and Dominion Secretary E. M. Trowern had come west last fall to go into the matter finally. After a conference lasting three days the idea was accepted and later confirmed by the Eastern members of the board.

The resolution was adopted on motion.

Resolution No. 2.—Resolved that we wish to impress once more upon the manufacturers and wholesalers the absolute necessity of further co-operation from them with us if we are to meet in adequate fashion the increased cost of distributing merchandise. We still hope that the co-operation asked for at the joint conference of August, 1917, at Montreal may be brought about without delay and thus obviate any necessity of the retail trade seeking relief through other channels by their own efforts.

President Evans explained that in some instances some manufacturers were selling their goods direct to the retailer. This was a disadvantage, he mentioned, to many others. Some couldn't buy in large quantities. The merchants' claim was that the manufacturer should sell through the wholesaler to the retailer as the legitimate channel of trade. Some manufacturers told them that in cases where they sold direct, the retailer could buy the goods at same price as if he bought through the wholesaler. The representative of a manufacturer of shirts and collars in particular had made this claim, but very few of the other manufacturers could give the trade any satisfaction when the problem was put up to them. "There are some jobbers," Mr. Evans claimed, "who are getting a greater margin of profit on certain lines than what the retailer gets. He cited a case where the jobber was getting a profit of 15 per cent. on a 4-dozen case of goods whereas the retailer only received around 12½ per cent. per gross. The retailer, too, had to make from 24

to 48 sales to get that margin, whereas the jobber had only one. He felt the conditions were not satisfactory and the association was consequently seeking some kind of a solution that would be more equitable to the retailer.

Mr. B. Scott, general merchant, Lang, Sask.: "I understand that certain wholesale fruit merchants in this city do not charge delivery to city dealers but when an out-of-town merchant orders fruit he has to pay cartage charges to the station in Saskatoon as well as from his own station to his store." This was something he felt should be amended.

Vice-President MacPherson, Regina, said that the executive felt that it was up to the manufacturers to come through with a solution to the whole problem of selling direct at lower prices that retailers could buy through the wholesaler, but if they did not do so then it would be up to the association to do something drastic such as starting a wholesale house of their own. "We do not desire to take any drastic action," he added, "but we feel we have been criticized too severely for the high cost of living and that we are not responsible for it."

F. J. James, general merchant, Beadle, Sask., suggested this question be left over until more delegates arrived. It was too important to pass over with slight discussion.

Jos. Dort, general merchant, Meota, Sask., moved the adoption of the report and Chas. Biggs, grocer, Regina, seconded it.

B. S. Hodson, Hodson Hardware Co., Maple Creek, maintained that the resolution was too vague, that it didn't ask the wholesalers or manufacturers to do anything definite, and didn't suggest that we do anything if they didn't.

Mr. MacPherson suggested again the formation of a wholesale house. Mr. Scott asked if this wasn't tried out before in the matter of the Canada Supply Co.

The reply was that the Canada Supply Co. was not a part of the R. M. A.; that it was suggested a couple of years ago by Mr. Hutchinson that an organization of this kind would be a good thing from the standpoint of buying cheaper hardware. He was authorized to go ahead and formulate plans. This was done and finally the Canada Supply Co. was formed, members of the R. M. A. taking stock in same.

A Word for the Specialty Salesman

One or two members suggested the elimination of some of the travelers, commission men and specialty salesmen of manufacturers' agents with a view to cutting down cost of the goods to the dealer.

Mr. B. Scott said these men were out selling because their firms were aggressive and wanted to develop business. They would lose considerable business if they did not do so, he claimed. They go after business this way on the same principle that a retailer advertises for business. Their sales are larger, which cuts down their overhead, and he did not think the retailer paid any more in view of these salesmen calling upon him.

The resolution was finally adopted.

Resolution No. 3.—Resolved that we wish to assure the government of our earnest desire to co-operate with them in anything which will serve to further the main efforts of the country, namely, the prosecution of the war and the production of food.

The above resolution was carried unanimously by singing "God Save the King."

Resolution No. 4.—Resolved that after July 1st, 1918, the membership fee be increased to $15.00 per year, including the subscription to "THE RETAILER." This was moved by A. G. Montcrieff, Glenavon.



F. E. RAYMOND
Re-elected Secretary of Saskatchewan R.M.A.

An amendment by R. S. Hodson, Maple Creek, to the effect that this be held over for a day until the discussion on the treasurer's report was carried by a narrow margin. In the later discussion it was decided to have the fee remain at $12.

Resolution No. 5.—Resolved that whereas we are credibly informed that some wholesale grocers are making a practice of selling direct to laundries, that the secretary be instructed to write the Food Controller urging that the necessary steps be taken to guard against such infractions of the regulations under which Food Supply Licenses have been issued.

Secretary Raymond explained that some wholesalers were selling to laundries, these wholesalers claiming that if they did not do so the business would go out of town as Chinese particularly would not buy from local retailers. If a wholesaler is found to be selling to anyone not holding a retailer's license it was against the new food law, he urged.

Mr. Morrison, Moose Jaw, claimed that the laundries would have to buy from the retailers if the wholesalers did not sell them. That was merely bluff.

R. S. Hodson said that "the only way to get any reform is in close co-operation on our part, probably along the lines of the Canada Supply Co."

A. G. Montcrieff maintained that more members of the association should come to the convention and then they could begin to talk about co-operation. "As soon as the conventions are over most of us forget about co-operation," he said.

"No wholesaler," he added, "can now legally sell direct to a laundry or to a farmer under his food license. Local organizations should be able to handle this particular point themselves by simply reporting each case to the provincial secretary."

Mr. Morrison, Moose Jaw: "No use passing this resolution unless we write to every wholesaler in the province telling them it is contrary to our wishes and contrary to law to sell to laundries, threshing outfits, etc." He urged that the wholesalers be written as well as the Food Control Board. This suggestion was embodied in the resolution which was adopted.

Resolution No. 7.—Since it has come to our notice that certain organizations are selling memberships throughout the country and professing to supply goods to their members at wholesale prices, be it resolved that this convention go on record as being opposed to wholesalers, whom we are supporting, supplying these, or any other like concerns, and that we are of the opinion that the wholesalers have not exercised proper precaution in the best interests of the merchants and themselves in selling goods at wholesale prices to parties not engaged in the legitimate retail business.

One member asked if this sort of business was authorized by the Government through its licensing machinery.

J. L. S. Hutchinson claimed that the wholesale trade should be more particular as to whom it sold. It was a matter of good business on their part irrespective as to whether the retailer and wholesaler were licensed. In this particular case the license question did not enter the discussion.

The president explained that the retail house in question sold these memberships at $12 and charged wholesale prices "plus cost of handling." The words "cost of handling" is a very vague term.

J. Clinkskill, Saskatoon, read an advertisement from the Consumers' Association in a Saskatoon paper advertising sugar at $6.50. He asked how it was possible for a firm to do this.

One member remarked he would like to buy up "all that sugar."

The resolution was then adopted.

Resolution No. 8.—Resolved that this convention go on record as being in favor of any reduction of duty which will increase production of foodstuffs.

Sold Fruit Wholesale to Hotel

One merchant reported here that a wholesale fruit house sent a traveler to his town and because he couldn't get an order from either of the retailers he sold to the hotel.

Mr. Hutchinson urged that such cases should be reported to the secretary. A. G. Montcrieff stated a somewhat similar case had happened in his town some time ago. He wrote the provincial secretary and in a short time the matter was satisfactorily arranged.

Resolution No. 9.—Resolved that whereas after receiving frequent complaints that farm implements are often sold at wholesale prices to the casual handler or user, that the secretary be instructed to place this matter before the Wholesale Implement Association and ask for their co-operation to see that the privileges and facilities of jobbers' services be only extended to such parties as are prepared to provide the full services of a dealer to his client. This was moved by J. Wright, Regina, and seconded by J. L. S. Hutchinson.

Mr. Clinkskill maintained this was a political question and should not be passed upon at a merchants' convention. The Union Government is a non-political one and every encouragement should be given to it, he added.

One retailer suggested that maybe the Government is not in a position to take off the duty on farm implements, etc. They may need the money too badly. It was a resolution, he thought, that should be left alone.

Mr. Rannard, Winnipeg, said he was in Ottawa recently and discussed many questions of an economic character with officials. There was a heavy balance of trade against Canada in connection with United States trade and it was the duty of everyone not to import any more goods than were absolutely necessary.

It was finally decided that the motion be laid on the table.

FIRE INSURANCE COMPANY FIGURES

The affairs of the Retail Merchants' Mutual Fire Insurance Company were discussed at the afternoon session of the Saskatchewan R. M. A. on Wednesday. This company is controlled by members of the Saskatchewan Branch R. M. A., and no one has the privilege of taking out a policy in it unless he is a member in good standing.

President J. L. S. Hutchinson presided and presented the annual report. This showed net insurance in force at end of 1917 of $615,470.50, after deducting cancellations, and expiries of $432,814.50. Of the $615,470.50 in force $60,534.79 is reinsured in other companies.

The income during last year from all sources was $13,405.55 and expenditures $8,125.85, leaving a balance of $5,279.70.

Assets at end of year were $30,637.41 and in the liability column were the following: Accounts payable for re-insurance, $463.68; guarantee premium deposits, $19,273.66; surplus on Jan. 1, 1917, $5,620.37; excess income for year 1917, $5,279.70.

The president announced that in 1915 (partial year only) total net fire losses had been $370; 1916, $205; 1917, $4,893.83 and 1918, $1,562.21.

The surpluses from year to year are: 1915, $1,141.88; 1916, $5,620.37; 1917, $10,900.00, and 1918, $15,102.50 to the end of April. Most of this surplus was invested in Victory Bonds.

The directors at a special meeting decided to recommend to the association that the risks be doubled during the coming year. This recommendation was acted upon so that risks of $2,000 in non-protected towns and $4,000 in protected towns and cities will be accepted the coming year.

J. L. S. Hutchinson and H. D. McPherson were on motion re-elected directors of the company for the coming three years.

On motion of A. G. Montcrieff, general merchant, Glenavon, and E. H. Insull, hardware, Craick, a vote of thanks was tendered the president and directors for their work during the past year.

Manager James of the Mutual Company explained in detail the principle of the premiums.

C. F. Rannard, on the advisory board of the Manitoba R. M. A., stated that the merchants of that province were desirous of starting a mutual fire insurance company. It was their desire to link up with Saskatchewan, he pointed out, suggesting in a general way the basis for agreement.

After considerable discussion it was decided to empower the executive of the Saskatchewan Mutual to consider the question and to deal with it as they see fit.

Bankruptcy Bill Being Amended

President J. A. Banfield, of Dominion Board, R. M. A., Tells of Work of Dominion Executive at Saskatoon Convention—Killing of the Knowles Bill—Principles of the Association—Some Interesting Market Information

THE work of the Dominion Board, Retail Merchants' Association of Canada, was reviewed by J. A. Banfield of Winnipeg at the Saskatchewan convention on Wednesday afternoon. Mr. Banfield was not long ago elected President of the Dominion Board. His address demonstrated that he has been a follower for more than a short time of the inside details of the Dominion Board.

In a vigorous manner he emphasized the work that was being done, the policy of the head office and hoped that every member would avail himself of the opportunity of asking for information on any question upon which he was not clear. He first referred to the removal of the head office from Toronto to Ottawa. This he thought was a wise move because Ottawa is really the pulse of the business interests of this country and the place where the most good can be done.

He called attention to a bankruptcy bill that certain interests were recently endeavoring to get through at Ottawa, when an executive meeting was being held there. The bill had passed through the House of Commons and was coming up next morning in committee. Although late the executive made representations to the committee as strongly as possible calling attention to a number of clauses which were not in the retailers' interest. The consequence was the bill has been amended and reprinted and will be sent back at the next session for reconsideration. That was just one of the many services the Dominion Board was rendering.

Principles of the Association

He read the principles of what the Retail Merchants' Association stands for as follows:

Absolute honesty in weights and measures.

Correct representation in the quantity, quality and value of goods sold.

One price to all customers on proprietary or trade-marked articles upon which a fair price has been fixed by the manufacturer.

No deceptive practices, such as inducing customers to buy staple, trade-marked goods, the prices of which they are familiar with, and which are placed by some merchants at a cent or two below regular prices of such trade-marked goods in order that by so doing they will induce the public to buy goods, the prices of which they are not familiar with, and thereby more than make up the loss they made on the well-known staple lines.

Truthful advertising and honest marking.

Fair treatment for the working classes and for the farmers, by buying and selling manufactured articles that have been made or produced by those who receive fair wages.

To assist in the development of community life and civic pride in the cities, towns and villages of Canada, and, as far as possible, to keep money in local circulation.

To endeavor to raise the commercial and professional status of retail merchandising to that of the other professions, so that the public may receive the most efficient service at the lowest possible cost.

To give credit to those who are worthy, and who observe and consider their contracts to be worth more than a "mere scrap of paper."

To co-operate with the Dominion and Provincial Governments, and with all municipal councils, in establishing an equitable system of taxation, uniformity in municipal accounting, and in proper administration of civic affairs generally.

To co-operate with the educational departments, and with the universities of the various provinces throughout Canada, in promoting a higher standard of commercial education, and in the establishment of chambers or departments of commerce in the universities.

To educate the public on the importance of the retailer in the community, and to be in a position to submit the views of the organized retail trade of Canada to the various departments of either the Dominion or Provincial Governments on all questions that affect the channels of retail distribution, through which over ninety-five per cent. of the merchandise in Canada must pass.

That was a pledge card that he considered every retail merchant should sign and was something that should be brought forcibly to the attention of the consuming public.

On representations made at Ottawa Dominion Secretary E. M. Trowern has now the privilege of attending all committee meetings so as to keep closely in touch with new legislation and its relation to the retail trade, Mr. Banfield explained.

Legislation that the R. M. A. has taken

up and put into the Statutes includes:

Doing away with trading stamps in 1905.

Making false advertising a criminal proceeding.

Amendments to the Adulteration Act.

Placing a standard weight on a bag of potatoes—90 pounds.

Gold and Silver Marking Act.

Mr. Banfield also referred to the valuable charter the Retail Merchants' Association possess, which gives them strong powers.

What Dominion Board Had Discussed

At the Dominion Board meeting recently the following questions were discussed:

The Bankruptcy Act above referred to.

The importance of keeping books. It is the aim of the R. M. A. that it be made compulsory for a retailer starting in business to immediately keep a proper set of books.

Parcel Post. Why should parcels not pay the full value of their carrying? Mail order parcels are not paying their full rate as the parcel post system is not paying for itself and it is being used principally by the mail order houses.

Sending articles for repairs. An act is wanted to put a limit on the length of time an article may be left in the store before it can be sold for storage charges.

Question of our boys going to the front and having to close their stores on demand.

Matter of duty and excise taxes prior to the coming down of the budget, so that they would be fair to the retailer.

Amendment to the False Advertising Act.

Amendment to the Smuggling Act. The R. M. A. had already done effective work in watching smuggling of goods across the border more closely. He told a story of how a certain Winnipeg man had to pay $2.50 duty on a pair of boots he was wearing and had been wearing for some time as he was coming home from a trip to Minneapolis. He had been there less than three months. Asked when the authorities had become so strict, the customs officer said that the Retail Merchants' Association had been getting after them and they had to carry out their duties.

Defeat of the Knowles Bill, which was an attempt to do away with the price maintenance plan, was another success of the R. M. A.

Manufacturers May Fix Prices

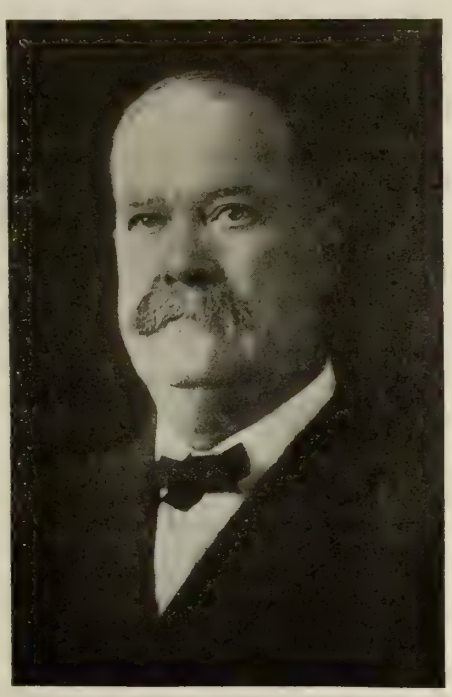
"Can a manufacturer set a price on the article he makes and refuse to sell anyone who cuts?" asked one member.

"Yes, he now has that privilege," replied Mr. Banfield.

Mr. Banfield gave the convention some very important information on market conditions. The big department stores were buying all the goods, dry goods particularly, that they could possibly get and storing them. He told of how wholesale houses in some cases were sending out envoys to buy up goods from the retailers who did not know any better, such as table napkins, cottons, etc., which they found impossible to get themselves.

He also told an interesting story he heard recently about the profits of a large mail order house in Canada. These were larger than the proprietor had intended, as they were to be divided as bonuses, so the solicitor of the house in question was consulted for a solution to the quandary.

The lawyer asked the head of the house how much his salary was, on hearing of the difficulty. He was told the figure. "The only solution I can see," he added, "is to make it a million."



S. D. McMICKEN,
Grocer, Moose Jaw, Sask., elected 2nd Vice-President of the Association.

An Implement Repair Week

Saskatchewan merchants are anxious to see a big crop in this year and that the harvest will be adequately handled. Some of them are leaving their stores from time to time to help their farmer friends sow the seed.

At the convention an important resolution was suggested urging the Government to set apart an "Implement Repair Week," so that the farmers would have a special time set apart to attend to their machinery well in advance and have harvevsting repairs made before harvesting operations are actually begun.

R. A. Magee, M.P., and general merchant, Wolseley, moved this and urged the importance of encouraging the getting ready well in advance the machinery with which to take off the crops.

"Evvery year," Mr. Magee said, "there is a great deal of loss and inconvenience because farm machinery and implements are not ready when harvest time arrivves. Unless something is done along this line there will be a serious loss of time in the harvesting of Western grain this year on account of help shortage. Many producers do not begin to fix their binders, etc., until they are ready to use them. We are all vitally interested in the winning of the war and this resolution would show our good faith." The resolution was advanced by the Implement Section of the association. W. J. M. Wright, Regina, and Mr. Thompson, Winnipeg, also spoke in favor of the necessity of having farm machinery repaired in good time. Mr. Thompson thought it should be a Dominion wide movement. The resolution was carried.

No Advance in Fees

There was a suggestion that the annual fee be increased from $12 to $15, but the majority felt this was not a good year to make the change and no action was taken.

Sugar Cards Not Endorsed

R. J. Moffat, general merchant, Bradwell, proposed the following resolution:

That whereas the supplies of sugar available for distribution in the Dominion of Canada are short of the normal requirements of the people; therefore be it resolved that this Convention express itself in favor of a system of Card Distribution.

"I do not think," he said, "the present sugar regulations are taking proper care of the sugar difficulty. The only system that will take care of this adequately is this card system."

After considerable discussion pro and con the resolution was tabled.

Will Not Interfere With Food Board

A resolution was submitted from the farmers of one of the Saskatchewan districts urging the rescinding of the Food Control Board regulations in regard to returning more than fifteen days' supply of flour. It was decided to lay the resolution on the table.

University Course for Merchants and Clerks

The relations between the University and the retail merchant and what the University was prepared to do in educating the retailer and clerk were prefaced by a scholarly address by Dr. W. C. Murray, president of the Saskatchewan University, at the closing session of the convention.

He did not think the University at the present time was prepared to put on a four-year course for high school boys with a view to fitting them for the business life of the country. In the larger cities the Y.M.C.A. was providing evening classes for students in various lines of work, such as insurance, selling, advertising, etc. He considered that to be possible in connection with the University, the only objection being that such classes would only be satisfactory to Saskatoon. The other large centres of the province would not be satisfied.

It would, too, be difficult to get the right type of teacher for this class of work. He must not be one who would peter out in a few days' or weeks' time. A teacher of merchandizing who would wear is the only kind that would bring results.

He suggested the appointment of a committee of merchants to confer with a committee of the University Board in order to discuss the entire matter.

R. A. Magee, M.P., Wolsely, proposed a hearty vote of thanks to Dr. Murray not only for the dainty luncheon served and trip around the grounds but for the thoughtful address he had given.

Mr. Magee maintained that on account of the importance of the retail merchant, who does so much to bring goods from the confines of the earth and placed them in convenient manner before the consuming public, he deserved a great deal of consideration at the hands of the Government. "We do not realize to what extent the country has been developed by the aggressive leadership of its merchants," he said. "Anything that will assist the merchants of Canada to give a better service to the people must necessarily be in the best interests of the country."

S. D. McMicken, Moose Jaw, seconded the motion extending the thanks of the convention to Dr. Murray which was enthusiastically carried.

At the meeting subsequently held, a committee consisting of the new executive with power to add to their numbers was appointed to meet the University committee in regard to a University course of education for the mercantile interests.

The association pledged its full support to the Red Cross organization in its campaign to raise $1,000,000 in June. R. A. Magee suggested that the merchants endeavor to propose a better and more adequate system of collecting. He suggested monthly subscriptions. W. R. Phillips, Kindersley, urged that under the present collecting system many people who should are not giving, with the result that others had to give more than their share. He urged that the Government take over the Red Cross collection and levy a special tax to secure the necessary funds.

A proposal was made to appoint an advisory board consisting of three or four members from the outlying districts, to get the pulse of the mercantile interests in those districts and to assist the executive. This was considered a good idea, the matter being left in the hands of the executive to select the committee.

Practical Problems in the Question Box

Extension of Credit—Should Saskatchewan Have Copper Coinage? — Are Sales Companies Useful?—Opposed to Selling "Membership" in Consumer Propositions—Why the Snow in Saskatoon?

THE "Question Box" provided some splendid practical points for discussion at the Saskatchewan Merchants' Convention. Among these were the extension of credit, the new freight classification proposal, copper coinage for Saskatchewan, turning a credit business into cash, sales companies, firms selling "memberships" to consumers, etc.

A committee was appointed consisting of A. G. Montcrief, Glenavon; J. W. Cresswell, Regina; N. J. James, Beadle, to go over the questions in the question box and eliminate the duplications. Secretary Raymond then read the following questions:

Question—Several merchants may have extended credit to some who have been conscripted. If the party does not pay what redress have we?

Answer—"No redress at all while the moratorium is in effect," Secretary Raymond stated.

Opposing Freight Classification No. 17

Question—What is being done regarding the new proposed freight classification No. 17?

Answer—F. E. Hamilton, in charge of the traffic department of the association, explained in detail the proposal. This classification affects everybody, he said, merchants and consumers. In 1916 we took objection to No. 17 classification change. Since the question has been gone into with Boards of Trade and it has been agreed to accept the principle of high minimum rates. The matter was still being closely followed, strong objections being made. Mr. Hamilton has appeared three times before the Railway Commission to emphasize the protest of merchants.

H. R. Bowers North Battleford, urged the association to register a strong objection to classification No. 17. There were two or three western cities which he claimed would get the benefit. He did not object so much to the increase in rates as to the discrimination against the smaller towns and cities.

On motion of S. D. McMicken, Moose Jaw, and T. B. Dynes, Fleming, it was decided to do what was possible to prevent the new classification going into effect in its present form.

Question—Does this convention favor the greater use of copper coinage?

Answer—Many replied "No," but some considered it was a necessity at the present time. S. D. McMicken, Chas. Clerkson, Swanson; W. Gunn, Kincaid; J. S. Dart, Meota, spoke in favor of it. It was finally left to the discretion of each individual member.

Question—How would you proceed to turn your credit business into a cash business?

Answer—Nothing definite was proposed. "Keep a stiff back-bone and tell the customer you want cash," suggested Mr. McMicken.

Value of Sales' Companies

Question—What is your opinion of sales and sales companies? What impression do they leave in the community?

Answer—W. C. Paynter, Tantallon, said he would just about as soon have a fire. W. O. Robins, Kindersley, claimed where you got some one to do your advertising in a business-like way it was a good thing, but did not believe in letting someone come into the store to run everything and set prices.

President A. A. Evans recalled a sale he put on on shoes some three years ago. The advertising was done by a sales company. During that sale we sent shoes out from 100 to 150 miles from Outlook. People are still coming back to buy the same line of shoes. It increased our shoe business greatly. One man bought sixteen pairs. We fixed our own prices. The impression it leaves all depends on the merchant himself. We filled orders at less than catalogue houses and brought a great deal of business to the home town.

L. T. McLandress, Redvers, reported he put on a sale once following a fire and in nine days took in $4,200.

Question—Should there not be a law preventing firms selling so-called "memberships" to individuals unless the latter be given stock in the company selling such memberships?

Answer—W. D. MacPherson, Regina, replied the matter had been mentioned to the government, but at the present time there is no machinery to overcome this. A resolution, too, had been passed the day previously.

Mr. McMicken and Mr. Montcrieff moved that the executive take action with a view to having a law put on the statute books prohibiting the operation of firms selling "memberships" as these were not in the public interest. Carried.

Question—Why are oil companies allowed to sell by weight instead of by the gallon?

Answer—A number of members stated that if the merchants insist upon it they would have to sell by measure. The matter will be taken up through the Dominion board with the Dominion Government.

Question—What is the best method of extending credit? Should there be a difference in the cash and credit price?

Answer—S. D. McMicken—"I've got to meet the cash prices of the big stores in the city. When I sell on credit I get a note and charge interest."

N. J. James charges 5 per cent. interest on all credit accounts. He puts this right on the bill going out.

(Continued on page 52.)



Saskatchewan's Day of Promise

Merchants of the Province Tell of Prospects For the Year



OUT of the West must come Canada' hope of prosperity in the trying days of war. Men may die of hunger with a wealth of gold, but not with a wealth of wheat, and it is food that the world needs to-day. So it is westward that the great Dominion must look for its word of promise, the promise of harvest, that means business not only for the western merchant, but for all merchants from coast to coast.

What are the prospects from that territory? At the time when a great convention of merchants was meeting in Saskatchewan, it was thought fitting to ask word of the prospects there. The word that comes back is a word of promise that is full of meaning to every reader of these pages.

Here then is the promise of the West, voiced by one of its great provinces, in the words of the merchants whose fingers are on the pulse of that golden land of promise.

The Magee and Thompson Co., Wolseley, Sask., write of generally very satisfactory conditions and bright prospects.

"Up to the present time, we consider business has been better than in former years," they state, "though owing to the big advance in prices we do not think the same percentage of profit will be made by the retail men. As for the number of farms offered for sale, farming at the present time is far too profitable to permit many farms to be on the market.

The weather conditions have been very favorable for the crops. The grain is in a good condition, the only danger is that the crops will become too far advanced before the season of frost is past. However, spring frost does not seriously affect our crops.

"As for the business outlook for the coming year we consider situation problematical. It is impossible to diagnose the future, but at the present moment it would look as if the prospect for business were good, for the farmers have money."

Meeting Out of Town Business Successfully

The Wheatland Mercantile Company, Mortlach, Sask., state that prospects are good. They estimate that they will show an improvement of business of 20 per cent. "We are coping with out of town business," they state, "and are surely winning out."

The crop outlook and general prospects around Strassburg, Sask., are of the best, according to the Pioneer Department Store of Strassburg, Sask. Business is a little quiet at the moment, they state, owing to the fact that the farmer has purchased heavily of war bonds, and has less ready money to spend.

"The outlook is very bright both for business and for crops," states Geo. Forster, Allan, Sask.

I. Gwynn, Punnichey, Sask., states that he is in a comparatively new district and that a good part of the territory is raw land, and therefore there is not as much buying as might otherwise be the case. The prospects are good, however, and business will show an improvement over the past year. Among the items he notes is a lessening of the long credit evil.

Western Farmers are Retiring

P. M. Moynes, Caron, Sask., notes a few sales of farms in his section and gives the illuminating information that the farmers are retiring. The prospects for the year are, he thinks, very bright. The crops in the section are reported to be excellent.

Dixon Bros., Maple Creek, Sask., state that business is better than last year. There has been a good deal of selling of farms in the section, more in fact they report than in any former year. If there is a good normal crop, which they hope and expect, business prospects will be very bright indeed.

Farmer Wealthy and More Public Spirited

The Yorkton Grocery Company, wholesale grocers of Yorkton, Sask., report a very satisfactory state of affairs in their section.

"We believe," they state, "conditions at the present time are about equal to last year although our business shows an increase in volume of approximately 10 per cent. over 1917, and we believe business throughout the year should be about on the same scale.

"Crop conditions on the territory are excellent. Practically all the wheat is sown but this being a ninety per cent. oat country the farmers have considerable seed to put in yet.

"All the farmers appear to be wealthy and are spending their money freely and it is our opinion that they are beginning to support patriotic purposes better."

B. W. Grant, Craik, Sask., writes: "I think outlook is good here. Money is tighter on account of so many demands being made on people for war funds of every description; but the Craik district is good and farmers are very well off on an average. They have never had a poor crop or a crop failure. Help is hard to get but I think sufficient is in sight to meet the needs. Wheat is all sown and most of oats are seeded now."

Farmers Buying Luxuries

John Bullied, Lumsden, Sask., speaks of seeding being completed and of good crop prospects. Farmers are spending money, he states, fairly freely, more on luxury lines than on staples. The prospects for the future are dependent entirely on the crop, but considering everything he believes that they are good.

Taylor & Cooper, Clark's Crossing, Sask., reports a very satisfactory prospect.

"In a comparison of business between last year and this up to the present time, this year suffers," writes W. A. Auger, Hatton, Sask. "Business has fallen behind this spring, on account of the farmers only getting about a three to five-bushel yield in this district last year, while they were allowed to buy on an anticipated yield of about twenty-five to thirty bushels to the acre. Consequently they were not in a position to make a clean up last fall, and it leaves them as well as the merchants rather pinched. Our business this year will depend altogether on the prospects about July 15th, as the farmer feels with the merchant that the load is sufficient until a crop is assured. Our opinion is the farmer really needs some goods but will not buy until he can see his way reasonably clear to make payment in the fall, and the merchant is not trying to encourage buying in the face of such conditions. Our prospects at the present time are of the very best, with easily 25 per cent. more sown, and the land in far better shape than previous years, with about 50 per cent. more sown on summer fallow."

Farmers Spending Lavishly in Farm Equipment

B. Siovici, Neudorf, Sask., expects a great year if help is available.

"The crop outlook in this district," he stated, "is very good; there has been more seeding and better work in the district than ever before.

"There have been a number of land purchases from the land companies this year and this land is at present being put under cultivation.

"Farmers are spending more money this year than any year previous, but most of same is for farm implements and



A view of Calgary, Alta., taken from the North Hill.

"My belief is that the coming year will be a good year if only help is procurable; we have suffered no shortage in help here yet, but a number of the boys have come under the present Military Service Act, and the rest of the family are old people and may give up farming if the boys are not exempted.

"If help is plentiful in this district we may see one of the best years this district has yet known."

Jampolsky & Sangursky, Dysart, Sask., are of the opinion that the prospects are considerably better than they were last year.

George Dobson, Tessier, Sask., speaks of the prospects as good, and R. E. Gauthier, Ponteix, Sask., changes the phrase but not the idea by describing the year's prospect as "one of the best." Albert A. Barrett, Conquest, Sask., speaks of a better business and a brighter prospect. McLeod Bros., Primate, Sask., state that they are looking forward to a good year.

Spending Money Freely on Supplies

McConnell Bros., Elstow, Sask., write of an increased turnover during the past year. They continue: "Seeding operations commenced much earlier this year than last and the land is in excellent condition, but we have had heavy frosts for the past week, which will undoubtedly injure the shoot but will also have a tendency to strengthen the root and make the wheat stool better. There is sufficient moisture but warm weather is now required. The total acreage under crop this year will show an increase of from 10 to 15 per cent.

"The demand for land is good but offerings are not plentiful. Five or six sales have been made in the district at between $40 and $45 per acre. Most of these lands, although previously under cultivation, are without buildings.

"Farmers are spending money more freely on supplies and the outlook for the present year is most encouraging although certain lines of merchandise are becoming more difficult to procure or to procure in sufficient quantity to supply the demand."

John Stewart & Son, Loreburn, Sask., speaks of crop prospects that are very promising indeed, and note as the only sobering fact the question as to whether it will be possible to obtain supplies.

J. W. Hanley, of the McLean Grocery, Moosejaw, states that the outlook compares favorably with that of any former year.

The Yule Hill Co., Swift Current, note a number of sales of farms, and the farmers buying moderately; the prospects they think are very bright.

Better Business, More Cash, Prospects Best

W. C. Jones, Swift Current, Sask., writes tersely as to his business, "Better volume, more cash, profits fair, prospects best in the history of the business."

J. Matthewson, Strassburg, Sask., notes that the sales of farm lands in the section have been very good, averaging $55 an acre. It will be a bumper year for business he thinks, if crops come along well.

"There has been a great demand for farm lands in this section," states Halliday & Carlisle, Indian Head, Sask., "and many farms have chaned hands at advanced prices. If the difficulty in getting goods is not too acute, we expect the best year we have ever had."

"Our outlook is as good if not better than last year," is the report from Herbert Dantzer, Rush Lake, Sask. "As good as last year," is also the way Albert Holshoe, Sidwood, Sask., speaks of the prospects.

A Splendid Prospect

L. E. Moen, Webb, Sask., describes the business outlook as "splendid."

"Quite a few farms have changed hands at $40 to $55 an acre," evidences the prosperity in the district of W. J. Pritchard, Marquis, Sask.

The Kerrobert Mercantile Co., wholesale fruits and vegetables, report:

"All farmers appear to be optimistic, but at the present time appear to have very little cash on hand, no doubt the set price on wheat last fall caused most farmers to haul in their grain in place of holding it for a higher price in the spring, as has been the usual procedure in previous years, consequently many of the farmers spent this money in the fall, and are now a little hard up for cash.

"As far as we are concerned, the outlook for this year is good, and we expect to have a better year and do more business than this house did last year."

E. Wright, department store, of the same place, reports in the same strain.

The Watrous Grain Growers' Association, Watrous, Sask., state that conditions have improved 40 per cent. as compared with last year.

The Saskatoon office of the Donald H. Bain Co., sends the following synopsis of conditions in the province:

"We understand that quite a number of farms in Northern Saskatchewan have changed hands recently, and that very high prices have been paid. We understand that as high as $50 an acre is being paid for farm land. The writer yesterday heard of one case where the price of $75 per acre had been paid, although we believe that this is an exception.

"So far as your third question is concerned, regarding the spending of money by farmers. While we cannot possibly answer this question fully, it is known that farmers spend more money to-day than they have been doing for some years, owing to the fact that they are deriving more revenue from their crops. There is no doubt that as a result the entire community reaps a great benefit. A large number of tractors have been disposed of at this point.

"While we anticipate some difficulty in securing supplies for some time to come, owing to transportation and labor difficulties, we are very optimistic, and look for increased business this year."

H. G. Bishop, Tugaske, Sask., states that "There has been quite a few farms sold in this district, mostly home men buying—giving them larger farms. Also quite a bit of soil is being broken ready for a crop next year or in some cases being put in in flax. The farmers are not spending as freely as a year ago and we also find the farmers are starting credit earlier than last year, but we are looking for a good season."

West Has Never Known Such Bright Prospects

"In our humble opinion," writes Butcher & Carson, Saskatoon, "the West has never known such prosperous conditions.

"Farm lands are changing hands freely.

"Weather has been ideal, with every prospect for a bumper crop.

"Our business has increased 21 per cent. on last year's sales.

"We expect a still greater increase.

"The farmers never had as much ready cash before.

"With an average crop this year the

future of this western country is assured."

A. C. Armstrong, Wainwright, Alta., synopsizes his opinions of the year's prospects in the terse words "best ever."

$40 to $60 An Acre for Farm Land

"Making allowances for the higher cost of goods," writes Kenneth N. Cowan, Imperial, Sask., "cash sales have been 20 per cent. greater than for the same period during 1917. The people are buying freely although prices are high.

"All the sowing of wheat was completed by May 8th and the farmers are busy ploughing for oats and barley. There will be 10 per cent. greater acreage in this district of wheat than in 1917.

There have been quite a number of farms change hands since the fall of 1917, prices ranging from $40 to $60 per acre and the buyers as a rule are looking to the merchants to carry them until fall. This is the feature that is not very pleasant from the merchants' standpoint. Some of these same buyers have been good customers in the past and paid their bills promptly and it is hard now to refuse them credit.

"Am looking forward to a good year's business, better then last year, providing the Food Board at Ottawa allows us to sell the goods."

F. Fawley, North Battleford, Sask., writes very optimistically: "The crop outlook in this district," he says, "is very good, the land was in perfect shape for seeding and we have had two or three nice showers during the past week.

"I am informed by the real estate men that more farms are being sold in this district this spring than they ever sold before. Most of the sales are being made to Americans.

"Farmers are spending money freely. The last two or three crops have made them prosperous and they now buy what they want.

"Present indications are that business this year will be the best ever, providing we can get the goods to sell. I expect this year's business to be from 40 to 60 per cent. ahead of last year."

A. Hatton, Silton, Sask., is no less enthusiastic. "The outlook in business for the coming season," he writes, "is decidedly good and we in this village fully expect business to be up to if not surpassing the average."

From James Brothers, Biggar, Sask., comes the following report:

"The crop outlook in this district is good, wheat well up, with an increase of about 33 per cent. in acreage, the yield however will depend on what rain we get throughout the season. A 24-hour rain is needed now.

"Yes, there has been a number of sales of farms in this district this spring, in fact more farms have changed hands so far this year than in the last three years, prices are also good.

"Those farmers who have the money are spending it freely for supplies, this has always been the case here.

"The outlook for business this year is good so far, however this all depends on the yield when the grain is threshed, that is taking it for the whole year.

"We expect to increase our sales for the year 35 per cent."

Geo. A. Jardan, Readlyn, Sask. writes:

"Compared with one year ago business has been somewhat better than at that time. However, owing to this district being partially hailed out last fall there has not been so great an amount of money spent on the better things of life as we had anticipated. The trade here at present consists largely of farm produce in exchange for goods, the cash being held for farm machinery and repairs where possible.

"The crop outlook for the coming year so far as we can see it as yet is good; however, it is a little early in the year to make any forecasts as to the outlook for crops. We have plenty of moisture and the warm weather will come we hope, with these two conditions and there being neither hail nor rust nor other destructful pest we expect a good crop in this district.

"Real estate transfers have not been very numerous in this district. Less than three per cent.

"Money seems to be moving for necessities. Farmers seem to have it, but they do not spend it freely for things that are not absolutely necessary, a goodly share of the business being carried on in trade.

"From a business standpoint the year should be a good one. One store here, that of Mr. Hornstien is being removed to Brock, Sask., leaving only two stores here to handle the business where there were formerly three."

Supporting the Home Town

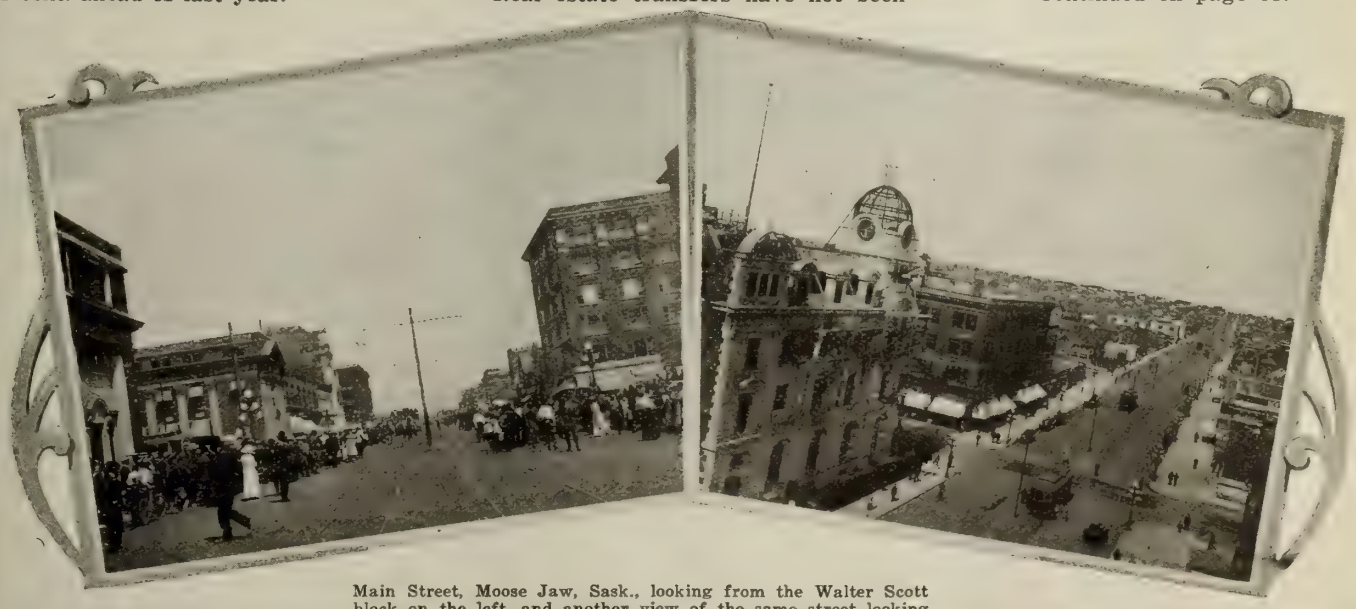
"The crop outlook for this year in this municipality," writes A. G. Moncrieff, Glenavon, Sask., "is exceedingly bright. About 80 quarter sections have changed hands since last fall. About 25 of these are C.P.R. lands, and will be broken this summer. Some farmers who have bought the above lands, are putting in crop all the old land, and breaking the new C.P.R. land for summer fallow. The business outlook for the coming year is very promising as the farmers in this municipality are spending more freely than in past years, and I am glad to report that they are supporting the home town more than formerly."

A Word of Caution

"The outlook for business is excellent," writes Alex Conell, of the Halling Co., Wadena, Sask., "unless we are put out of business by too many regulations. If we can get supplies in quantities sufficient to make good we will be alright—and there are all kinds of prospects.

"The above in general is how we find it now. There is no doubt as to the increased prosperity, but merchants will have to 'watch their step' to come through all O.K. The bigger men with powers to buy ahead and finance stand more chance than the smaller ones. But I think that it is no time to be making expansions or extensions on a big scale, but to go cautiously and well within range at present times."

Continued on page 53.



Main Street, Moose Jaw, Sask., looking from the Walter Scott block on the left, and another view of the same street looking north on the right.



A Western Viewpoint on Western Problems

The Bright Promise of the Present Time—Some Dangers to be Faced in High-priced Land and Possible Falling Prices —The Demand For Limiting Credits

Written for Canadian Grocer by H. G. Smith, Regina, Sask.

THE retail trade as a whole reports general improvement over 1917, ranging from twenty to fifty per cent. The increase seems to be very healthy and a substantial volume of business being transacted is for cash, although many districts anticipate being obliged to extend credit before 1918 crop is harvested. Branch banks in the country are loaning to a greater extent than in former years. We are told that if a farmer's statement is reasonably good that he has no difficulty in obtaining sufficient money from the bank to enable him to take care of his purchases, thus confining his liability under one heading, which is much more desirable than having trading accounts with a half dozen or more of the concerns with whom he does business.

A Bright Prospect

The crop outlook is excellent. Most districts look for a substantial increase. Much land idle in the past is under cultivation. Certain districts report the entire arable acreage under cultivation. The cancelling of exemptions of farmers between the ages of 20 and 22 will take a large number of young men from farms and in some instances the actual owner. It is in the latter cases that real hardship occurs. The writer personally knows of men who had their seeding partly done when they were called to the colors. The effect of the Government's action on business will, in the opinion of many country merchants, not be noticeable.

There have been many sales of farms. There seems to be considerable trading between farmers themselves, also many instances of farms selling out to new comers. A very undesirable condition is created where sales take place without a substantial amount of cash payment. If a buyer assumes very heavy liabilities it must be admitted that he is not the same asset to the community as was the seller who had his farm practically clear. One has made good and is in a position to make substantial purchases for cash; the other is starting on a limited capital, consequently he will be obliged to live frugally and limit his purchases to actual requirements. With the continuance of present prices for farm products these buyers will not be long in getting on their feet, but in the interval their buying power is somewhat restricted.

Danger in High Priced Land

In view of the fact that at some future date, perhaps not very far distant, the prices of all cereals will be much lower than they are to-day, that other products of the farm will possibly be lower, it would be well to sound a word of warning to those who are paying fancy prices for improved farms and top prices for raw prairie. Unless the war lasts sufficiently long to continue the present high prices for farm products for perhaps three or four years, many of the buyers to-day are going to experience difficulty in obtaining profitable returns on their investment.

The writer is told that first-class farm methods will produce satisfactory returns even though the price paid for prairie land is as high as $65.00 an acre. By satisfactory methods we assume that the farmer will not only raise cereals but will devote considerable attention to poultry and live stock, and if conditions permit, dairying. Practical experience and first-class methods are unquestionably necessary in order to produce profit on high-priced lands.

In the future, when prices are materially lower than they are to-day, it must not be said that farming is not profitable simply because the returns will not show a profit on high-priced lands. Is there not a vast acreage of arable land in this country? If so, why buy high-priced lands? Why not take on lands that are to be had at a reasonable price? It cannot be denied that the object of paying high prices to-day is to obtain improved farms, thus making it possible for the buyer to begin taking substantial profits immediately, the expectation being that present prices will continue for two or three years, by which time the proceeds of production will equal the purchase price.

Farmers are not spending money freely on supplies. They are buying requirements but are not extravagant. They are buying necessities and to some extent are cutting out lines that are to-day very high in price and which they can very well get along without. On account of extreme price of oranges in recent months one merchant states that he sells one case against three in former years.

An Auto to Every Seven People

We are told that one person in every seven in Saskatchewan owns an automobile. If this is so, and we have no reason to doubt the accuracy of the statement, it can reasonably be taken as an indication of prosperity. The farmers own proportionately more than do the people in the cities. This is very desirable. An automobile on the farm is most essential.

The outlook for the balance of the year is considered good. Business to date has been excellent and there is no reason to expect any change unless during the next couple of months something puts a damper on the present crop prospects. It largely depends on how the crop looks whether or not business continues brisk. Crop conditions to-day are splendid, but it is too early to make any prediction. The general merchant with a hardware department reports business good. There has been considerable building going on in the country.

More Cash and Less Credit

In conclusion, there is one important statement to be made, viz.: that the general merchant and grocer should be obtaining a larger percentage of cash than ever before. Every effort should be made to restrict credit. Give credit during the summer and fall when you find it necessary, and it will be necessary in many cases, but make up your mind that you are going to make your collections without fail when the crop is harvested. There are merchants in Saskatchewan to-day who are suffering on account of uncollected book accounts. Merchants in the same town are prospering because they made their collections. The inference is that one dealer must be extending credit to an inferior class of trade or he must be a poor collector.

No merchants, except under extreme circumstances, should be carrying a load of book accounts to-day. The proceeds of the last two crops have placed farmers in a position to pay, and as a rule they are paying. Cash is more essential to-day than at any time in the past because it takes more liquid capital to successfully operate a business. Cost of merchandise is materially higher. A ten-thousand-dollar stock before the war requires between fifteen and eighteen thousand to carry to-day, therefore cash or an absolute certainty of collections is essential to the retailer's peace of mind and prosperity.

Half Ton of Shortening Sold in a Week

And at the Regular Price, Too—Splendid Evidence of Power to Sell on Part of Retailer and Sales Staff—Does This Constitute a Record For a Western Canadian Firm?

Written by Special Canadian Grocer Representative.

THE W. H. Stone Co. store in Winnipeg—the one at the corner of Main and Atlantic—sold 660 tins of a certain line of shortening in six days. That means an average of 110 per day. The regular price of 50c per tin of one and a half pounds was charged. There were no cut prices, in fact this store prides itself on making a fair profit on all the goods it sells, and that no cut rates prevail. This sale was made some time ago, W. H. Whiteside, salesman in charge of this grocery department pointed out, when this particular shortening compared more favorably with lard in price.

Asked how it was done, he replied: "Personal salesmanship on the part of the sales staff."

"It would be necessary that every member of the staff be fully acquainted with the character and selling points?" it was suggested by CANADIAN GROCER representative.

"Quite right," he acknowledged, "we saw to it that every salesman knew exactly the merits of the line, otherwise we could not have sold so much of it in so short a time. We believe that sale is a record for Canada."

Is it? Who can present better evidence of the selling power of the retailer and his staff.

The store prides itself on being able to sell things. It deserves commendation because it has earned it.

Here is another case:

Sold 47 Cases of Macaroni in Six Days

In six days the staff sold no less than 47 cases of a particular brand of macaroni, spaghetti, etc., simply by concentrating on it.

It was the duty during the sale of each member of the staff to suggest this macaroni to each customer as she finished her other purchases, as well as to refer to it over the phone. Its merits were of course studied carefully beforehand, all advertisements and literature bearing on it noted, so that each salesman became really a well-informed "agent" on that particular brand of alimentary paste.

The above are two splendid examples of the possibilities that lie before the aggressive dealer.

But there is still further evidence:

New Coffee Bought by 250 Customers

In eight days 250 1-lb. tins of a new line of coffee were sold and at a higher price than the lines that had previously been selling in this store.

"We knew it to be a good line, told our customers all about it, and, as we have their confidence from long service, they took our word for it," Mr. Whiteside stated.

"Every line," he added, "that we get behind has got to be good. If it has merit we can sell it whether our customers ever heard of it before or not. If it's good we



One of the three stores of the W. H. Stone Co., Winnipeg. This is the rear section of the North Main St. store. Note the effective use of stairway leading to second floor, where hardware, boots and china are sold.

can get our price for it. When people get something cheap and of inferior quality they feel as if they had bought a pig in a poke."

And Soap Was Sold, Too

Once again:

By backing up a certain line of soap this store sold 35 cases (100 bars each) in a fortnight at the regular price. This was a soap, too, that the store customers knew little about. In fact the macaroni and coffee referred to above had not up to that time at least been given any particular general publicity. This does not mean that general publicity does not help, but it all goes to prove that the aggressive dealer can sell things when he decides to back them up.

How Olive Butter was Introduced

Not long ago the store took in a line of olive butter. It was entirely new and unknown; a case was purchased to try it out. Three jars were placed on a conspicuous part of the main counter. Custorers picked it up, asked some questions, and soon the three jars had to be replaced. When CANADIAN GROCER called, a new shipment was on the way. The counter display started it moving; it had merit, and repeat orders came in—further evidence of the importance of getting the customer's confidence and of displaying the new lines.

The W. H. Stone store is large, bright, and airy as the accompanying illustration suggests. There is plenty of space for free movement on the part of the clerks behind the counter. Cleanliness is an important feature, particularly with the windows and store front, which, as Mr. Whiteside puts it, are, after all, "the eyes of the stores."

The grocery department is on the ground floor with other lines on the floor above, including chinaware, as shown in the unique form of advertising adopted to call attention to the other lines.

Doing Business on 9 Per Cent.

Western General Store Follows Details of Sales and Expenses Closely—Evidence of Dealers' Selling Power—Starting Cash and Carry System in Saskatchewan Department Store.

By a Canadian Grocer Correspondent

F. F. CAWSEY & CO. have three general stores in Saskatchewan. These are at Davidson, Girvin and Estlin. A big effort was made during the past year to keep down overhead expenses as much as possible, and in one of these stores it reached only between 8 and 9 per cent. It is considered the average expense for doing a general store business is about 15 to 18 per cent., so that this is a remarkable showing. Asked the reason for it, one of the officials stated it was simply "eternal vigilance," a comparatively small staff, and a few bad debts. Great care is exercised in buying to see that only goods that will sell well are put into stock. This requires judgment and great care.

The system of accounting adopted shows the management exactly where each store is at each day, week and month. In this way a check is always kept on expenses and sales are watched closely. This has created a friendly rivalry among the three which helps to speed up sales and put the weight on expenses.

"There is altogether too much jealousy and bitter rivalry between competitors," stated a member of the firm to CANADIAN GROCER representative. "While it is probably not as bad as it used to be, yet there is plenty of room for improvement. The retail associations are doing splendid work in this connection and it would be a good thing for the trade as a whole if more merchants joined and attended meetings and conventions.

"For instance, many retailers to-day are basing their selling price of goods on what they cost them months and months ago. They do it simply because they think if they don't the other fellow will be sure to do so. What is going to happen when the crash comes? Assuredly there will be some loses.

"We need more co-operation among ourselves and less of doing what you think the other fellow will do if you don't."

Good Example of Salesmanship

The J. A. McKerchar store, Winnipeg, has a staff of salesmen that do not wait always for customers to ask for goods. They sell them. Here is a case in point:

Not long ago the store purchased a new line of peanut butter. Mr. McKerchar had tasted it and found it to be satisfactory in his estimation. He instructed the sale staff to concentrate on it on a certain Saturday, gave them the talking points and urged them to do their best with it. The first order consisted of a gross and on the Saturday mentioned they sold nearly all of it. "I made personal effort," he stated to CANADIAN GROCER "to introduce it to every customer I served that day and nearly every one of them bought. It was not sold either at a cut price but at the regular rate, which gave us a fair profit."

That is just an example of what a retailer can do when he and his sales staff get behind a certain article. Similar sales are created every day in this store. Anybody can supply the bare demands of a customer. A salesman sells more goods.

Mr. McKerchar made it plain that in order to do this one must have the confidence of his customers. This confidence is based on past service.

To show the power of the retailer once he has this confidence, he related the following experience about a well known grocery line that has received a great deal of general publicity:

"I had been selling this particular article for a long time. One day a salesman called and said if I would take 100 cases he would sell to me direct. This I accepted and signed the contract. A few days later he came in and pointed out he was unable to sell me in this way and asked if it would be satisfactory to have the goods sent through the jobber. This I refused to do as we had signed a contract and particularly because he had put the proposition up to me. He called later to make a second attempt to get me to take the goods, which I would not do. He finally told me it would not make a great deal of difference as my customers would demand his particular line and I would have to purchase the goods anyway.

"To make a long story short I cut out the line entirely substituted another which I felt was equal in quality and in less than six months not one of my customers asked for the first line. At the same time we practically doubled our sales."

This story is cited, not to attempt to prove one method of selling is absolutely correct, but to emphasize the desirability of co-operation between the manufacturer and the dealer.

Introducing the Groceteria

As reported briefly in last week's CANADIAN GROCER, the Regina Trading Co., Regina, Sask., have changed their grocery department into a "Groceteria," or "cash and carry" system.

A. F. Little, the manager, told a CANADIAN GROCER representative the reason was to conserve men by cutting

out all grocery deliveries. They figure it has been costing them 10 per cent. to cover their grocery deliveries. They have had eight horses and wagons and four auto deliveries in the past. The horses have been discarded, the autos being retained to take care of deliveries in other departments.

Previously they had twelve male employees in their grocery department. Under the cash and carry system there is one man on the floor, two in the back counter and three girls to look after wrapping parcels, etc. This cuts the staff in two, and the girls are employed at a lower rate of wage.

All Goods Plainly Priced

No grocery deliveries are being made whatever, Mr. Little stated. At least not until the present system has had a thorough trial. In view of delivery costing 10 per cent. this amount is taken off each purchase. All goods are plainly priced with a sticker so that the customer can see exactly the price of the article on the counter or shelf. She does her own selecting.

The trade in the West is very much interested in the new departure and will follow with interest its evolution. It is conceded by many that farm trade will increase as farmers always carry their parcels anyway. Now they get the benefit of a 10 per cent. reduction. How the city customers will view it remains to be seen.

How Do You Handle Customers?

Portage la Prairie, Man., Store Adopts a Plan of Sales Classes for its Clerks—How to Meet Customers—How to See That Maximum Sales Are Made—Making Friends of the Children, the Future Customers of the Store.

HOW to answer the telephone.
Treatment of children.
Method of handling a customer who buys an article on approbation.
How to meet your customer.
Using counter check books properly.

These are but a few of the store problems dealt with in the sales class classes of the Brown's Limited, department store, Portage La Prairie. Man., which have recently been established.

The store comprises several departments including dry goods, ready-to-wear, etc., groceries, some lines of hardware, boots and shoes, toilet goods, etc.

Sales classes are held twice a week—Tuesday and Wednesday—and it is necessary for all employees to be on hand one of the two days. The method is to divide the heads of departments and employees into two groups, one attending one day and the other the next. H. M. Dunham, managing director, pointed out to a representative of this paper that these classes are having a splendid effect on the selling efficiency of the staff. There is a roll call made each day to make sure everyone attends once a week.

The talks are given by the heads of the firm and heads of departments.

How to Meet Customers

For instance, W. H. Trainor, in charge of dress goods on one occasion gave a talk on "How to meet your customers." This dealt with procedure from the time the customer entered the department until she was passed along to the next department—notice the co-operation—the next department.

He urged that rather than address a customer in a formal stereotyped way, that it be done in a casual way, particularly when once you know his or her name and are familiar with their home life.

Never address a woman customer as "lady," was one of his admonitions. Say "madam."

Every sales clerk should make it a point to familiarize himself or herself with the name of the customer as soon as possible. This gives the customer more confidence in the seller and in some cases flatters her.

Co-operation between departments was referred to above. Mr. Trainor suggested that each member of the member of the staff should take a personal interest in the customer and determine as far as possible other wants. In this way the customer can be passed along to where more buying is to be done in a more rapid way and with better results. Remind her of other departments; she may casually mention in course of the selling conversation that there is this or that to be got, in such instances she should be reminded of it immediately before she leaves the department.

Treat the Children Well

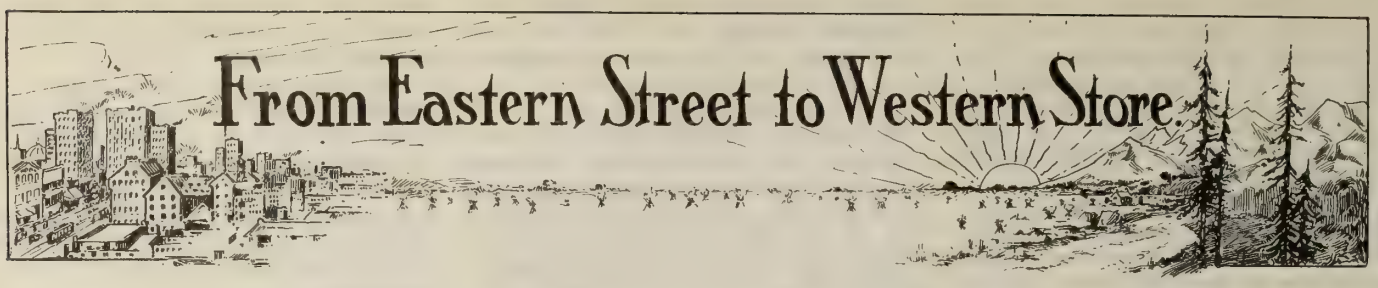
The method of treating children who come into the store was also commented upon. Brown's Limited work under the assumption that the child of to-day is the buyer of to-morrow and act accordingly.

Mr. Trainor maintains that the best attention should be given the children. When you see a bashful child coming into the store nervous and almost afraid to come near the counter, then that child should be handled carefully. Usually its mother has sent it for something, and by judiciously speaking to it in a casual, good-natured way, this shyness wears off, and next time its shopping tour is easier if the same salesman is serving it. In this way children soon begin to ask their mother to be able to get the goods from your store. This devolves into a habit, so that when they grow up it is their natural shopping centre.

All these and other selling points are discussed in round-table fashion at the conferences. Questions are frequently asked bearing on the topic under consideration and in this way a beneficial hour is passed, all of which helps the individual members of the staff to a better realization of what there is in salesmanship. There are some 45 or 50 employees in the Brown store.

RETAILERS' EXEMPTION ON TEA

Since the item appearing in last week's issue of CANADIAN GROCER, stating that the retailer had an exemption on 1,000 pounds of tea, there has been some argument that this is not the case. CANADIAN GROCER did not, however, make this statement without solid grounds for its assumption. There has unquestionably been a difference of opinion on the part of many inspectors, some have required payment on total stocks, when these exceeded 1,000 pounds. The majority, however, have allowed the exemption and have charged only on the amount over and above that figure. When payment on the total holding is demanded the merchant can of course only acquiesce, but should immediately place an appeal before the Finance Department at Ottawa.



From Eastern Street to Western Store.

Glimpses of the Active Career of a Young Toronto Boy Who Learned Business Methods in the Hard School of Street Newsvending and Who Now Owns His Own Grocery Store in B.C.

Specially written for the Western Number of Canadian Grocer by Norman Mackintosh.



Mr. Gavigan's first store.

NTO the make-up of the men who make good in the West there go many qualities, but determination dominates them all. Ambition, business sense, character, determination, energy, fortitude, good nature, health — so goes the alphabet of success out West, and there's always emphasis on the big "D" in any Western alphabet (the "D" of course standing only for determination). Here's the story of a Toronto boy who went West and whose subsequent career beyond the Rocky Mountains has all the ear-marks of making good. He owns a thriving grocery business with an automobile delivery, and "all the fixin's" as his breezy customers would say. He has faced keen competition and won out. He has taken long jumps in the half-light of Western uncertainties, and has landed safely on his feet. And after all his adventures in establishing himself substantially amongst the builders of Western business he is ready to give credit for a whole lot of real business ability to his early training on Toronto's busy streets.

His letterhead is before me as I write. It reads:

"J. C. Gavigan, Prop.
THE RUPERT TABLE SUPPLY
Choice Fruits, Groceries and Provisions
519 Third Ave.
Prince Rupert, B.C.

When he started that business he had no lack of discouraging critics. They had their doubts of his location. They figured there were enough grocers in Prince Rupert as it was. They gave him three months to find his finish. The last sentiment was not expressed loud out in his hearing, but others have heard it. And through it all without ever a shadow of dismay that anyone could notice, J. C. Gavigan carried on his enterprising business methods, and came to the stage which in the West most certainly means taking hold.

The Thought That Started Him

Because I happen to have watched those methods of his, I can give glimpses into them which may point the Westward path to prosperity to others who "Hear the Red Gods Calling," when the Western Sky is glowing through the smoke wreaths of the Thriving East. But away back at the very start of the story there is that essential word, "Determination."

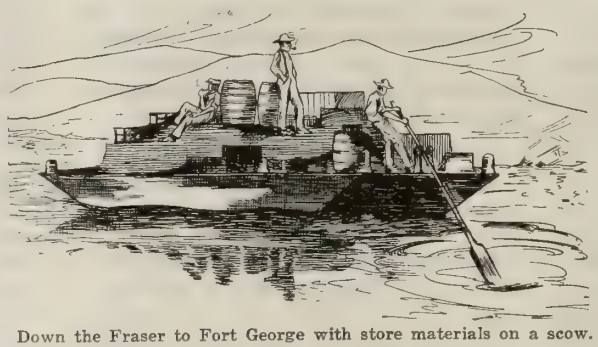
I was talking the other day to a particular chum of J. C. Gavigan's—Fred Crapper, who runs his own grocery on George Street in the Queen City—and one dominating fact in Fred's references to his friend sticks out like a mountain crag.

"Jack was determined to be a grocer, and own his own business," said Mr. Crapper. "He made up his mind to that since ever I remember him. He used to ask me why I put in so many nights at my own job (I was working for wages then), and I used to tell him that I did it just because I liked the business. That set him thinking of it for himself. And there was this about Jack Gavigan, that once he made up his mind to a thing sooner or later that thing was done. He had determination."

Sold Newspapers in Toronto

A Toronto boy, born right in the heart of the Queen City, Jack Gavigan spent twenty years of his life there, and there he learned business principles from—as he says—"The thriftiest merchants I have met yet, namely, the Jewish newsboys." In competition with those keen young Rockefellers, he held his own even when the going was tough, and the experience thus gained of values and the worth of the cent, let alone the dollar, has stood him in good stead in the West.

"Jack Gavigan could always get more for a ten dollar bill than any other fellow I ever knew," is what Fred Crapper has to say about him. And the words agree exactly with my own knowledge of J. C.

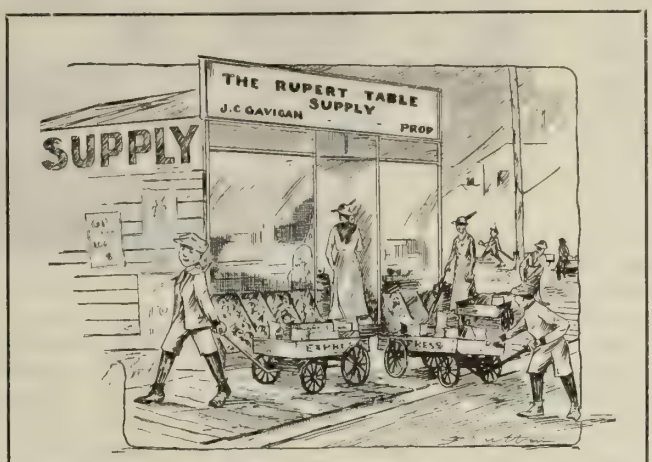


Down the Fraser to Fort George with store materials on a scow.

Gavigan's business achievements in Prince Rupert, B.C. He was a keen buyer, and could sell as keenly against sharp competition.

"Go West, Young Man, Go West"

From the matchless business college of the busy streets Jack Gavigan graduated into higher grades of business education, and for five years was employed with a package tea company, learning things useful to know in the grocery business. Incidentally also he gained some knowledge of the men's furnishing business in a wholesale way, by a period of employment with Caulfield, Burns & Gibson. And he found time also to cultivate an enthusiasm for a great health-giving pursuit—rowing. It was this pursuit that brought him close in companionship with Fred Crapper, and though the Lakes, the Prairies, and the Rocky Mountains are between the boys to-day their friendship is bright and in good repair as ever.



An army of youngsters with express wagons took care of deliveries at a nickel a load.

"We used to pull in the same boat," says Fred, "and Jack planned to get into the grocery business too, so that we might pull together when we went West. We had been thinking of going for a time, and one evening just after we'd been out for a row together, he said to me on the verandah of the Don Rowing Club House 'I'm going West, Fred. What would you do? Would you say go?' And I said to him 'I'd say go, Jack' (I was fixed up myself so that I couldn't get away, but I thought I'd be out after him in a year). Things altered however, and here I am still, owning my business though in Toronto, while he's owning his out West."

Off With the Harvesters

Jack Gavigan went to Winnipeg—"Harvest Excursion"—in 1911. That's a great way to get West when you've not got much money for a starter. Jack decided on Sunday night, and was on the train Wednesday morning. Oh those blissfully easy-going days on the harvest train jogging along with many an unaccountable delay among the blue berries in the wilds of the Ontario bush! There's a barrel of ice chips back in the caboose with a dipper in it, and from that you get a cool refresher when you're thirsty. You gather firewood by the rails—when the train stops long enough, helping along depreciation of the track by chipping bits off the ties. You sleep in your blankets on the hard bunks, and you sleep well. You cook your own meals, and make your own bed, and by the time you roll into Winnipeg to meet the gaze of the daintily dolled up feminine population down to see the harvesters detrain, you feel like a regular Westerner equal to anything from broncho-busting to cow-punching. (Chances are you go "stooking" instead, or firing the thresher with straw, but anyway you get busy. You have to, out West.)

On to Edmonton and Business

Jack Gavigan did not linger long in Winnipeg. His mates on the train scattered as men must after they pass the gateway to the Great West. He held on as long as his cash held out, and he arrived at last in Edmonton. The G. T. P. was not yet through to Rupert. The construction trains were rolling out and rolling back. Edmonton was a hurly burly Western centre with all sorts of chances good and bad for the picking up.

In the maelstrom plunger Jack Gavigan, got a job with the Star Cash Grocery, and solicited the hotel and restaurant trade with all his energy. There were reasons for his activity. He needed the money. One way to learn to do things in the West is to need the money. Many a college boy has discovered latent gifts of salesmanship in his composition by means of this infallible incentive. I even knew a high and mighty editor out there who became quite an irresistible collector of advertising accounts in arrear through needing the money. It's a wonderful developer of the business faculty.

Grocery Manager Next

From the Star Cash Grocer Jack Gavigan graduated at once into the managership of Jas. Ramsey's grocery department, acting also as buyer. After six strenuous months starting the business and breaking the ground he found himself plus a lot of experience but minus the job. The West has a wicked little way of doing things like that to those whom it would try out to the fullest. How you make out depends a good deal on how you can take little jolts of that sort. J. C. Gavigan was equal to the occasion and got a better job with the Edmonton Table Supply. And then again the Red Gods called. The way—still Westwards—was opened. He got an offer to go on to interesting and important work with the G. T. P. at Tete Jaune Cache then a perfect hive of constructional activity. He went like a shot, and in March, 1913, was busy at the famous Yellowhead Pass. By this time Jack Gavigan was "blooded to the West," and the strenuous experiences of supply work in a construction camp came to him as easily as his news-vending in Old Toronto, or easier it may be.

Still Heading West

But still the West kept calling, and again came a chance to obey the call. The Fraser River was opening up for spring. Hood's new store was planned for Fort George. Jack Gavigan was detailed to go down the Fraser on a scow with all the building materials, and supplies to start the store. He faced the Fraser—which has drowned its hundreds, and swallowed many a scow—as readily as he'd have taken a street car on Yonge Street, and for a whole summer worked hard with Hood's at Fort George. All this time he was saving a little, salting a little cash away for the end and object he held continually in view—to start his own business. And in the spring of 1914 his opportunity came.

In Business on His Own

The steel had reached Fort George in February. The divisional point was growing active. A real business chance in the fruit, candy and tobacco line showed itself. Jack Gavigan fixed his eye on one of the best locations in town, right beside the Fort George Theatre, and there he started. In his own words "The rest was easy sailing." Incidentally there was a Mrs. Gavigan now, and Mrs. Gavigan has been credited by some who should know, with having done a whole lot to help towards that "easy sailing.." Out West they know the worth of a good wife every time.

Still a Step Westwards Yet

But once more came an exacting Western test for courage. Conditions in Fort George sagged down to that dismal state of affairs they call "dead." Fort George was no longer the place for Jack Gavigan. He pulled up his stakes, rolled up his "wad" (now quite a decent sized one) and hiked for Prince Rupert, terminal of the then completed G. T. P., and always a city of promise though of long deferred prosperity on the grand scale. Here J. C. Gavi-

gan established the Rupert Table Supply. Here I first made his acquaintance, and saw his methods of doing business. Good brisk ways they are. He is an active advertiser, sits late at night drawing up his "copy," and sees that it is live. Many a time I've seen his advertisements through the press, and rejoiced with him over the sheaf of clipped ads. he could show when he'd tested his advertising results by having customers bring the advt. in to the store to secure a bargain in sugar or flour, or canned cream. (Those were not food rationing days.)

A Systematic Store Plan

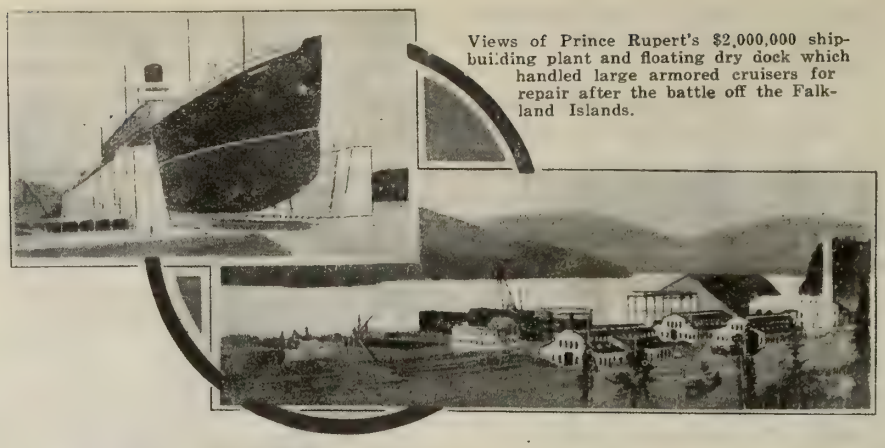
Although his store was not by any means a vast one, J. C. Gavigan had it departmentalized from the first. His fruits, his provisions, his tea, his coffee, his grocery departments were all distinct, and indicated by neatly painted signs hanging from the ceiling above. He had neat efficient fixtures, a big clean cool refrigerator, very tidy shelves, and the fragrance of fresh ground coffee always lingering pleasantly within the store. He never felt himself too lofty to wear a white apron though he had amongst his competitors some who considered the white apron raiment fit only for their assistants. Spotless white aprons and jackets featured in the impression you received of Rupert Table Supply service. Low prices also figured. Deliveries did not.

"Cash and Carry" Plan

The Rupert Table Supply started with a novel plan for letting customers secure bargain. By cutting out deliveries and doing a cash business, J. C. Gavigan was able to underbid competitors, and attract large patronage. Around his store there gathered small boys by the dozen, with express wagons. They got into the transfer business early in life, earning five cents a trip for taking home groceries for Table Supply customers, and doing a roaring trade. Other customers carried their purchases. That was the pioneer 'Cash and Carry' plan in Prince Rupert, B.C.

Advertising Paid Well

Regular advertising in the local newspapers paid the Table Supply store well. Mr. Gavigan wrote his advertisements himself, though he used to secure also a "write up" to go with the advertisement, and this was left to the editorial pen. But the Gavigan style of advertisement was a straight catalogue of goods and prices run single column, and with the name of the store well displayed. A few friendly words were run in chatty fashion top and bottom, and bargain specials were featured with a border or in black faced type. Prices were always quoted, and as keenly as possible. Shrewd buying from sources of supply newly accessible through the opening of the G. T. P. enabled Mr. Gavigan to offer attractive bargains, and though he started with but $500 after paying all his costs of location, fixtures, etc., he hints at average sales of $5.000 per month. This was done in comparatively unprosperous times in Prince Rupert. War depression set in, and yet the Table Supply has thriven well. Several competing groceries have vanished from the field, but to-day the Table Supply has advanced to the dignity of a Ford delivery car, an electric coffee mill, and most modern bacon slicer and rinder, while the goodwill of the business has grown and gone from strength to strength according to quite exacting Western standards.



Views of Prince Rupert's $2,000,000 shipbuilding plant and floating dry dock which handled large armored cruisers for repair after the battle off the Falkland Islands.

"Canadian Grocer" Helped

Introduced to CANADIAN GROCER as a valuable aid by his friend, Fred Crapper, Mr. Gavigan has made a point of reading CANADIAN GROCER without fail every week. To merchants out West who may imagine that CANADIAN GROCER is a publication applicable only to the East, there is a point of interest and perhaps of business suggestion in this. Swift and economical buying so as to take advantage of every advantageous market is one very evident secret of J. C. Gavigan's business plan of action. Undoubtedly the market service from week to week in CANADIAN GROCER has been a useful guide in this.

The West is ever changing. Better times are on the way for Prince Rupert, in which case the Table Supply store may grow to much greater proportions. Conditions may alter as they did in Fort George, and the enterprising young proprietor may proceed to another thriving centre, and thrive with it. But the Table Supply started in Rupert in times that were none too good.

Modestly Mr. Gavigan attributes his success to the fact that he has always secured good men as assistants, and he declares emphatically that one good man is worth three of the doubtful sort.

So there is the plain story of a Toronto boy who went west with the determination to own his own grocery, and who has done what he declared in his heart he would. There may be inspiration in his experiences even in these war times for other enterprising boys to go and do likewise in grocery or in other lines.

PRACTICAL PROBLEMS IN THE QUESTION BOX

(Continued from page 42.)

A. G. Montcrieff.—"There are a great many merchants in business in the West who shouldn't be in business at all. The credit business is all a matter of good bookkeeping. That is the simplest way of solving it."

Question—What is the reason that Saskatoon ordered this weather; it is now snowing? (Laughter).

Answer—Jas. Clinkskill, Saskatoon.—"We ordered this weather for the farmer. It will do thousands of dollars' worth of good." (Applause).

CONVENTION BRIEFS

The Saskatoon branch entertained the visitors at the Daylight Theatre, where the boys from "Over There" put on "Two Hours in France." It was surely two hours of interest.

* * *

One member read an advertisement from a Saskatchewan paper quoting "good" sugar at $6.50. Wonder how much the other kind would be? Probably a gift.

* * *

From individual talks among the merchants the following three problems seemed to be uppermost in their minds: (1) Cash or credit, or both? (2) Collecting accounts so that long credits could be cut down; (3) mail order competition.

* * *

Past President Evans has left the retail counter to direct the plow and seeder. He is now a Saskatchewan farmer. He conducted the convention affairs in his usual efficient manner and has earned the respect and confidence of the members during his term of office.

* * *

The Calgary "Eye-Opener" has some competition—at least in name. It is the Swanson "Eye-Opener."

* * *

J. C. Nichol, general merchant of Radisson, who will look after the retailers' licenses in his district after June 1, was among the visitors. Chas. Biggs, of Regina, was another.

* * *

Saskatchewan merchants are giving splendid direct help to the farmers in their districts. A. G. Montcrief, of Glenavon, for instance, has spent several afternoons on neighboring farms.

The West is planting a big crop this year. The retailers are going to do their best to see the harvest through.

* * *

Organizers W. L. McQuarrie and R. A. Anderson have motor cars to go after their new members.

* * *

Secretary Raymond doesn't say very much at conventions, but he is responsible for the putting through of an enormous amount of work just the same.

* * *

The luncheon given by the University of Saskatchewan on Thursday, under the direction of Dr. Murray, was one of the very pleasant events of the convention. The buildings and grounds were also inspected.

* * *

Strangely enough the mail-order question received little attention in the open meetings. Evidently the retailers' methods of aggressive merchandising are making better headway.

* * *

The representative nature of the convention will be seen from the number of Saskatchewan towns and cities that sent delegates.

PROVINCE WELL REPRESENTED

The register showed the following in attendance: Avonlea, T. A. Easson; Aylesbury, N. C. Wells; Assiniboia, R. Maze, W. P. Ball; Asquith. H. J. Baldwin; Allan, Geo. Forster; Beadle, N. J. James; Bladworth, R. J. Eley; Borden, N. S. Smith; Birch Hills, H. A. Wilson; Biggar, A. W. Mooney; Bradwell, R. J. Moffat; Cut Knife, K. Robertson; Cereal, Alta., J. A. Waterhouse; Chinook, J. R. Miller; Craik, Geo. W. Matheson, E. H. Insull; Canora, D. H. Sutherland; Deslisle, W. H. Morgan, A. S. Morgan, M. Smith, W. Smith; Elstow, T. S. McConnell, H. Young; Estone, C. Johnston; Fleming, T. B. Dynes; Fiske, G. B. Millar, R. S. Thrower; Glenavon, A. G. Montcrieff; Grand Coulee, L. E. Maxwell; Gladmar, R. I. Eidsness; Herbert, D. Brownstone; Hanley, E. B. Hamre; Hepburn, A. F. Peters; Hughton—R. R. Stewart; Herschel, H. L. Cargill; Jansen, T. W. Schroeder; Kindersley, W. R. Phillips, W. O. Robins, C. C. Reid; Kincaid, W. Gunn; Kerrobert, E. Wright, W. K. Ranton, H. E. Sample, F. J. Barber, E. J. Ahrens; Krydor, M. Szutiak; Lafleche, A. J. Wyman; Langham, W. T. Woodley (Langham Trading Co.); Leader, S. K. Gryde; Loverna, L. P. Kincaid; Leney, E. P. Horton; Maple Creek, R. Swift Hodson; Moose Jaw, Geo. J. Morrison, S. D. McMicken; Meota, Jos. S. Dart; Maymont, A. E. Bean; Margo, S. H. Martin; Meyronne, O. R. Ball; Mennon, Driedger and Abrams; Macrorie, J. Allan, Roy Gillis, E. C. Gallup; McGee, T. G. Gales; North Battleford, H. R. Bowers; Outlook, A. A. Evans, F. S. Reid; Osler, Isaac Loewen; Oxbow, Miles McCay; Pense, H. McGillivray; Perdue, L. Wohlman; Rosetown, R. A. Miller, D. M. Geddes; Regina, G. W. Anderson, H. D. McPherson, J. J. Polson, J. T. Lawson, Chas. Biggs, J. W. Creswell. G. D. Raymond, W. J. M. Wright, N. L. Green; Radisson, J. C. Nichol, J. Goldstein; Redvers, L. T. McLandress, A. J. Silcox; Raymore, A. Gluck, James Tate; Swift Current, L. D. Park (W. W. Cooper Co.); Saskatoon, W. L. McQuarrie, F. E. Raymond, J. S. S. Hutchinson, Jas. Clinkskill, C. H. Wilson, Jno. A. East, T. Loveridge, J. H. Sewell, D. Davie, Geo. Hazen, I. Genser, B. A. Upshall, O. L. Lemery, Arthur Rose, F. E. Hamilton, J. W. Hamilton, M. Ragoman, T. F. Secord, F. S. Dunn, D. F. Streb, L. P. Twiss, B. Zukeman, H. L. Gallagher, C. D Sinclair, I. Sugarman, F. J. Coates, H. O. Jones, S. Weinstein, E. A. McAsh, W. E. Leard, S. E. Fawcett, F. Southard, R. A. Anderson, Central Grocery Co., G. R. Fraser, Frank Holmes; Sedgewick, Alta., A. E. Clemens; Swanson, Chas. Clerkson; Strassburg, J. Matheson; Sutherland, S. A. Kredba; Toronto, B. T. Huston (MacLean Publishing Co.); Tessier, Geo. Dobson, L. Hamilton, Jno. Coulter; Tantallon, W. C. Paynter; Unity, H. E. Hamilton; Vibank, Anton Huck; Vanscoy, J. J. Sanders; Winnipeg, J. A. Banfield, A. L. Struthers, C. F. Rannard, Jno. R. Davidson; Willow Bunch, Jno. T. Scott; Waldeck, Waldeck Trading Co.; Wolsely, R. A. Magee; Zealandia, M. C. Meraw, A. S. Worthen.

SASKATCHEWAN'S DAY OF PROMISE

(Continued from page 45.)

Expect a Record Year

"This year will be better than last," is the word received from F. F. Cawsey & Co., Estlin, Sask.

"A record," is the way the Vanguard Trading Company, Vanguard, Sask., describes the prospects for this year's business. "It looks good," says G. R. Ford, Scott, Sask.

"We had a considerable increase in business last year, and this year's prospects are very favorable for further increases," states Jas. Ratcliffe, Tisdale, Sask.

"Up to the present time the year's business has been good," states A. Wedin, Griggin, Sask., and I expect it to be better than last year if the crop is good."

"It will be a bumper year if the crop comes off safely," is the way M. A. McCormick, Fairmont, Sask., sees it.

"We expect to have a good year," writes N. Tasker, Vanguard, Sask.

"We expect to have the best year we have ever had," write the A. McDonald Co., Regina, Sask.

"The prospects never were better, and we expect a big year," is the way J. I. Goyette, Regina, voices his opinions of the prospects.

An Alberta Opinion

M. H. Smith, of the Globe store, Winnifred, Alta., tells of an influx of new settlers.

"The volume of business this year," he states, "as compared with last, shows a considerable increase, due to a great extent to the higher prices prevailing on all lines of merchandise.

"It is too early to forecast the crop outlook. Rain is needed and unless it comes soon a considerable acreage that would otherwise have been sown to flax and oats will be summer fallowed.

"Quite a number of farms have been sold this spring. Money is rather tight. We have had more farmers requesting credit this season than we have had in any of the past seven.

"Business for the coming year depends on the crop conditions but on the whole we look for a favorable year. A number of farmers with families from the States have settled in this district this spring. These will counterbalance as far as business is concerned the loss of a large number of young men who have been called up recently for military service."

These are but a few of the replies received taken at random from a long list. Out of fifty other letters there is not a single pessimistic note, continually the phrase, the best in our history, continues to reappear. The only thing that might seem to suggest any hesitation whatever is that some merchants hinge their belief on the brightest of bright prospects on the success of the crop. If this crop is a success there seems no reasonable ground for doubting the golden promise of the year.

ROLLED OATS BREAD

There has been a great deal of talk about using substitutes for wheat flour, but considerable doubt as to how these may be used has been in evidence. The Quaker Oats Co. have issued a folder containing "formulas for bakers" in which suggestions for making bread containing 20 or 25 per cent. rolled oats are given, along with one containing 15 per cent. rolled oats and 10 per cent. corn flour. A recipe for oatmeal cookies is also given and a list of suggestions on the use of rolled oats in pastry, cakes, doughnuts and other specialties.

Bread formula No. 3, containing 15 per cent. rolled oats and 10 per cent. corn flour, is reproduced herewith along with other suggestions. The circular will be mailed on request to any who may be interested by writing nearest office.

Bread Formula No. 3—15 Per Cent. Rolled Oats. 10 Per Cent. Corn Flour

15 pounds rolled oats.
10 pounds corn flour.
75 pounds wheat flour.
1½ pounds salt.
1¼ pounds yeast.
1 pound sugar.
1½ pounds malt.
1 lb. oil.
60 to 65 pounds water.

Temperature: 82° F. Dough punched down after 2½ hours. Second punch—1 hour. To machine—½ hour. Rolled oats to be scalded, or soaked over night. Keep dough rather slack.

Use one-third rolled oats or oatmeal to two-thirds wheat flour in your pastry, cakes, doughnuts and other specialties. The only change your favorite formula will require is more moisture, less leavening, less shortening. Oatmeal carries 6½% more oil than wheat flour.

Use any good formula. Merely substitute rolled oats or oatmeal for an equal amount of wheat flour and add 7% or more moisture than your formula calls for.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-president
H. V. TYRRELL - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

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CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Telephone 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Telephone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Telephone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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Vol. XXXII. TORONTO, MAY 24, 1918 No. 21

THE GROCERY CLERK AS A VAGRANT

SIR HUGH JOHN MACDONALD, police magistrate of Winnipeg, according to newspaper reports, has ordered the wholesale arrest of men engaged in various employments under the anti-loafing act . Men doing work that can be done by women are according to his ruling to be classed as vagrants. In this class he groups men conducting confectionery stores, and clerking in grocery stores. There have been instances of women police magistrates. So Sir Hugh might possibly be hoisted by his own petard. It is very questionable if a woman police magistrate could render a more frankly foolish decision than the one ascribed to Winnipeg's police magistrate.

PRICE FIXING A FAILURE

PRACTICALLY everyone who has given any amount of study to the question of price fixing has come to the conclusion that it is not a remedy for anything and that it achieves no results worth achieving. Henry B. Thomson, chairman of the Canada Food Board, is the latest authority to come out as opposed to any system of price fixing. In a letter written recently to a woman's organization that has urged such measures, he wrote: "As for price fixing—a question that seems to bother the housewife a good deal—it has failed wherever it has been tried. The price of milk was fixed in New York. What happened? The milk cows were killed for beef and there was a milk famine in a short time."

That is the usual result of such measures.

Mr. Thomson states that a standard of food requirements for the individual will soon be published and the public will be asked to live up to this standard. That seems a wise move. People will as a rule do more from a sense of duty than they will from a sense of compulsion, and will certainly do it with a better grace.

WESTERN TRADE EXPANSION

L. T. WALLS, general sales manager of the Manitoba Rolling Mills Co., writing in the Winnipeg *Free Press* recently on "A Basis for Western Trade Expansion," lays down the principle that if trade must expand in the Western Provinces there must be co-operation on the part of its business men. This co-operation, he claims, is particularly necessary on the part of competitors. Business integrity and fair dealing at all costs are essentials of co-operation. He calls attention to the fact that one of the most regrettable facts of business life to-day is lack of candor between business men, especially if they be competitors.

Business organization on the part of individual firms is another important point dealt with in so far as expansion of Western trade is concerned. The most successful businesses of to-day are the best organized, he declares, and in such undertakings we find a high degree of departmentization or specialization.

These are two very important fundamental principles for the expansion of trade in any country—co-operation and organization. Mr. Walls is interesting himself in this large Western problem and it is to be hoped that his energies will meet with success.

MISINFORMING THE PUBLIC

IN Toronto as in most other cities of the Dominion the public press has for many months past been full of stories of enormous amounts of food wasted and of scathing editorial comments on the owners of this wasted food. As it can hardly be presumed that the editors are quite as blind to business conditions as these comments suggest, it can only be that they are pandering to what they believe is the public demand for scapegoats.

Henry B. Thomson in a recent interview reported in the Toronto *Globe* has this to say in regard to the supposed cases of criminal waste:

"He (Dr. Hastings) has carefully investigated all cases of food necessarily destroyed, and finds that in Toronto not a single case has occurred where hoarding was chargeable against the business houses from which the vegetables, fruits or other goods have gone to the incinerator."

The Toronto *Globe* has been one of the most industrious disseminators of this misinformation. Not unnaturally perhaps they buried this justification of the business man at the foot of a somewhat lengthy story, with no hint in head or subhead that any such justification was to be found therein.

The newspapers of the country are serving their readers ill and doing their reputation for honesty a wrong in this settled campaign of misinformation.

Current Events in Photograph —No. 21

THE GALLANT VINDICTIVE

A WEEK or so ago came the word that the Vindictive had completed the work at Ostend that she had tried at "The Mole," and that she now blocks the entrance of that port of marauding submarines.

The photo shows some of the survivors of the "Mole" fight standing on the deck of the battered but still ready "Vindictive" just before she started on her last glorious exploit.



Nuts, Figs and Dates Will Probably be Scarce

Outlook Not Encouraging—Many Points of Production Cut Off by Lack of Shipping Must Depend on Nearby Sources —Stocks Will be Light and Prices High

"THERE is every probability that walnuts will be from fifteen to twenty cents a pound higher than at present during the present year." Such was the opinion of E. B. Hutchinson with Birdsong Brothers, importers of nuts, dates and figs, Washington St., New York City, when interviewed this week by a representative of CANADIAN GROCER.

Mr. Hutchinson continued to point out the very great difficulty of securing supplies of any of the varieties of nuts imported from abroad. "The embargo against the export of walnuts from France will prohibit the procuring from there of usual supplies and in addition to this the supplies there are short anyway. Even if shipping should be available there would be none from there until late November or early December, when the new crop will be available for trade needs and the matter of the Government's consent to permit shipment would have to be obtained.

"As far as we can figure the matter supplies in America at the present time are not very large and this applies both to United States and Canada. Such quantities are indeed below normal."

The situation regarding the usual imported varieties of nuts is a very firm one because it is hard to get any supplies from Europe at all. "In the matter of Spanish nuts it is difficult to know what stocks will be obtainable. The shipping of the Allied Governments is not allowed to take on cargoes from these countries, as in many cases ships discharge their cargoes and return light or with small loads only. On the other hand the Spanish ship owners are disinclined to send their own shipping to any of the Allied ports.

"Some shipments of nuts have been received of late from Italy, but a continuance of these shipments is very uncertain, as little space is available in boats leaving Italian ports for commodities of this nature. There is a good supply of almonds in Italy, but few filberts."

As far as the situation in dates and figs is concerned, Mr. Hutchinson stated "There are plenty of dates in Persia but the question is that of shipping again. Arrivals are very uncertain. The spot supplies are very short of this item. The same might be said of figs and there will be no new supplies of Greek figs obtainable. Portuguese and California crop will be the only supply available and for these the prospects are very indefinite at the present time. None will be offered until July.

"It will be a matter of securing the goods this year and in disposing of them there will be no difficulty," concluded Mr. Hutchinson.

WHOLESALERS MUST GIVE BOND FOR EXCISE DUES ON TEA

Regulations to be Strictly Enforced Against the Wholesaler and Jobber to be Given Time to Make Payments

The wholesale grocer, tea jobber and package tea houses are to be given ten months in which to pay their excise tax of ten cents a pound on all stocks on hand. The Inland Revenue Department, however, is bound it will take no chances in the matter so dealers will be required to give a bond to cover the total amount of duty on their holdings. Not only this, but they are required to give bond for an additional 25 per cent. That is, a merchant having 10,000 pounds of tea on hand will be required to either pay $1,000 at once or be required to give a bond to ensure payment of $1,250. The reason given for this 25 per cent. is to cover any possible costs of collection. Moreover no jobber can export any stocks of tea until the excise dues have been properly paid. They have also to pay on every pound of tea in their possession. They are not being permitted an exemption of 1,000 pounds as many people expected.

STRIVING TO PLEASE

Cholly (to Shopman)—I say—aw—could you take that yellow tie with the pink spots out of the window?

Hosier—Yes, sir. Pleased to take anything out of the window, sir.

Cholly—Thanks, awfully. The beastly thing bothers me every time I pass. Good mawning.—Christian Register.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

Albert Racicot, Boucherville, has sold out.

Jos. Cousineau, Hull, has suffered loss by fire.

D. Phillip, Hull, has been succeeded by Lionel Legris.

Auerbach Brothers, Montreal, have dissolved partnership.

Martin and Peniston, Montreal, have dissolved partnership.

M. A. Brais, grocer, has moved to 1506 Park Avenue, Montreal.

E. Thibaudeau has removed to 3585 St. Hubert Street, Montreal.

S. Cohen has moved his grocery to 1507 Esplanade Street, Montreal.

J. Legault has moved his grocery to 708 Mentane Street, Montreal.

H. D. Marshall, of Montreal, is in Halifax this week on a business trip.

De-la-Plante & Fils have opened as grocers at 3351 St. Hubert St., Montreal.

J. T. Fontaine has bought the business of George Naud, 697 Adan St., Montreal.

L. Bertrand & Fils, 118 Congregation St., Montreal, have bought out J. A. Dion.

John Purcelle has moved his grocery business to 1818 De Laroche St., Montreal.

J. Varbeff, Shawinigan Falls, has suffered loss by fire. The loss is covered by insurance.

Ed. Legault has opened a branch store at 1662 Notre Dame St. West, Montreal, succeeding P. Lebrun.

L. Bruneau, formerly with L. H. Lamaire, has opened a grocery store at 21 St. Elizabeth St., Longueuil.

Martin N. Stichel, sales manager for Small's Ltd., is calling on the Ottawa trade this year in the interest of his firm.

J. B. Daragon has bought out the interest of his partner and will conduct business under his own name at 2850 St. Hubert St., Montreal.

Birdsong Bros., importers and jobbers, of Hubert and Washington Streets, New York City, was represented in Montreal this week by E. B. Hutchinson.

Robin Hood Mills Ltd. have moved from 530 Board of Trade Building to 226 Board of Trade, where they have larger and more commodious offices.

Geo. J. Wood, manager of the local office of H. D. Marshall, is this week calling in the interests of his firm on the trade in river points west of Montreal.

Chas. Leslie Brown, assistant purchasing agent for the Atlantic Sugar Refineries, and Earle Wallace, assistant sales manager, have just enlisted in the Royal Canadian Flying Corps.

The Atlantic Sugar Refineries, Ltd., have removed from the Power Building to larger and more commodious offices, as well as more central in the McGill Building. Their new address is 805 McGill Street.

Ontario

E. B. Echlin, Hamilton, is dead.

H. B. Hibbard, Hamilton, is dead.

Burns and Edwards, Brantford, have discontinued business.

Robert G. Birkett, Toronto, has been succeeded by Dorkin and Co.

G. A. McDonald and Son, Richmond Hill, have sold to Wm. Duncan.

Hugh Fraser and Son, Winchester, have advertised their business for sale.

Alfred Patterson, Brantford, has changed the name of the firm to the Patterson Grocery Co.

Geo. N. Spencer of F. Spencer & Son, Frankford, Ont., has enlisted in the piloting of the Imperial Royal Air Service.

L. LaCombe, general store, Norman, Ontario, has sold to John Le Bleu and is leaving in a few days for Port Arthur, Ontario, to join for overseas service.

A company has been incorporated recently under the name Dixie Produce Co., Limited. They will deal wholesale and retail in farm and food products. The company is capitalized at $40,000, and its head office is in Toronto.

A company has recently been incorporated under the name Burford Co-operative Milk Producers, to carry on a general business of producing, buying, and selling and manufacturing all products of the farm. Their head office will be at Burford, Ont.

Western

W. J. Ruston, Keyes, Man., has sold out.

L. H. Beaton, Broderick, Sask., has sold out.

F. E. Bissett, Brownlee, Sask., has sold out.

H. E. Lawrence, Napinka, Man., has sold to N. Picard.

Emily A. Stockdale, Kirkfield Park, Man., is selling out.

R. McGregor, Saskatoon, Sask., has discontinued business.

J. M. Nebylowicz, Winnipeg, has been succeeded by A. Kuzma.

G. Marantz, Ethelbert, Man., has sold to Derkacz and Pacholpo.

Mrs. W. Welch, Grand Coulee, Sask., has discontinued business.

C. A. Shier and Co., Colonsay, Sask., have discontinued business.

W. S. Summerfeldt, general store, Court, Sask., is selling out.

Felix Cottimyer, St. Boniface, Man., has been succeeded by J. Helie.

G. B. Decker, general store, Heward, Sask., has discontinued business.

McCosh Bros., general store, Brock, Sask., has discontinued business.

J. H. Mackenzie, general store, Hanley, Sask., has sold to H. F. Chappel.

Richardson and Shirra, general store, Lang, Sask., have dissolved partnership.

The Merchantile Centre general store, Regina, Sask., has moved to Hague, Sask.

P. A. Gilroy, general store, Plenty, Sask., has sold to Gordon A. Wyness Co.

The Radville Trading Company, Radville, Sask., have advertised their stock for sale.

P. Burns & Co., Calgary, Alta., pork packers, etc., are going in for wholesale fruits in Western Canada.

Butcher & Carson, who operate the Woodside grocery business in Saskatoon, Sask., are erecting a new store on the main street there. They expect to occupy it about July 1.

The Janway building, Liberty, Saskatchewan. has been purchased by E. J. Gaetz, and has been converted into an attractive business house, where Mr. Gaetz has opened a confectionery store, to be known as "The Best Yet."

J. W. Curry has entered the North Battleford mercantile field as proprietor of "The Blue Store," with a full stock of up-to-date merchandise, including groceries. Mr. Curry's only two boys are serving with the Canadian forces at the front.

Charles Potts, formerly a traveller with Cameron and Heap, wholesale grocers, Regina, who has been in Montana for some time, returned to the city recently and later left for the East, where he will be attached to the Royal Air Service, taking his training at Toronto.

L. L. Davis, manager of the R. H. Williams & Sons' meat department, Regina, was honored by the employees, upon severing his connection with the staff to don khaki. J. K. R. Williams made the presentation which took the form of a wrist watch and a liberal supply of cigarettes. Mr. Williams wished Mr. Davis every success in the fighting forces.

S. C. Murray, an old timer of the Weyburn district, has purchased the grocery and confectionery stock of Lowes Bros., Weyburn, and has opened for business. Same Lowe will continue in the bakery business. Mr. Murray is having considerable alterations made to the store formerly occupied by Lowes Bros., and katchewan, will close at 6 p.m. on Mongrocery store.

In future all stores in Dodsland, Saskatchewan will close at 6 p.m. on Mondays, Wednesdays and Fridays, as a beginning in an early-closing scheme. This decision was reached at a recent meeting

of the town council. Chas. McDermott was in favor of early closing every night in the week but Saturday, but this did not meet with the approval of the remainder of the town fathers.

A movement originating with the Local Council of Women, with the object of securing the earlier closing of retail stores in the City of Regina, has received the sanction of the Ministerial Association and the Social Service Council and the Labor men of the city through the Trades and Labor Council have now given the scheme their endorsation. It is proposed to close all stores at six o'clock, thus eliminating Saturday night shopping, and the opening of stores evenings prior to holidays.

Announcement is made of the purchase of the Hugh Armour abattoir at Regina, by the P. Burns Co., Ltd., of Calgary. The plant will be taken over by the new owners on June 1. Mr. Armour will continue to operate his retail store at Regina. Up to the present the majority of stock raised in Saskatchewan has been shipped out of the province to other markets. Saskatchewan stock growers will now have a central market to ship to right at their doors. Regina will now have regular market quotations and will become a large distributing center as well as a killing center for the P. Burns Company.

That Regina citizens are paying too much for their bread is the complaint which has been made to the City Council by the Dominion Postal Clerks' Association. They contend that Regina in the heart of the wheat belt gets 40 ounces less bread for a dollar than do the people of Moose Jaw, Saskatoon and Calgary, while the people of Vancouver get 56 ounces more of the staff of life in exchange for a dollar as compared with Regina citizens. The council have promised to give the matter consideration. Figures quoted were as follows: Price of flour at Regina, Moose Jaw and Saskatoon, $5.75; at Calgary, $6.00; and Vancouver, $5.60; amount of bread for one dollar at Regina, 160 ounces, Moose Jaw, Saskatoon and Calgary 200 ounces, and Vancouver, 216 ounces.

BUTCHER SHOPS ARE NOT TO CLOSE DURING SUMMER MONTHS

The report has gained a good deal of publicity that the Food Control Department was contemplating the closing of butcher shops during two or three months of the summer.

At a recent meeting in Toronto at which Henry B. Thomson, chairman of the Food Control Board, was present, he was asked whether it would not be advisable in the interest of food conservation to adopt such a measure. Mr. Thomson definitely stated that he did not think it would be a wise move, that it would limit the consumption of many foods that were of no service save for local consumption, and would certainly entail a larger consumption of many of the food products that were most urgently needed.



Word has recently been received that Alex. Armstrong has died of wounds. Mr. Armstrong enlisted with the 180th Sportsman Battalion. He came originally from Scotland and went first to British Columbia, later returning East. Prior to his enlistment he was employed in the packing room of H. P. Eckardt & Co., Toronto.

SON OF J. J. McCABE, TORONTO, DIES

John Meagher McCabe, 11 years old, eldest son of J. J. McCabe, fruit broker, Toronto, died suddenly on Wednesday night, May 15, following an illness lasting only about 24 hours. The sympathy of the trade goes out to Mr. McCabe in his bereavement.

THOMAS KIDD DIES

Thomas A. Kidd, ex-warden of Leeds and Grenville, and representative in the United Council for many years, and widely known throughout Eastern Ontario, died recently at his home in Burritt's Rapids, Ont. He was born in Marlborough Township in 1845, and for half a century conducted a general mercantile business at Burritt's Rapids in Grenville County. He was on active service with the Canadian militia during the threatened Fenian invasion and in the North-West Rebellion of 1885. Surviving are three sons and four daughters.

FIRE AT FORT FRANCES

Fire recently destroyed the large store of James Carter and Son, Fort Frances, Ont. James Carter, governor of the county jail, London, Ont., was part owner of the store. The loss will exceed $55,000, partly covered by insurance.

CHANGE IN WHOLESALE HOUSE

W. F. Morley who has been associated with the Canada Brokerage Company, wholesale grocers, as vice-president of the company, has disposed of his interests in that firm to F. W. Hudson, president of the company. Messrs. Morley and Hudson were the organizers of the Canada Brokerage Company some fifteen years ago and have been identified with that company since its inception. Mr. Morley will engage in the wholesale grocery business under a new firm name. Details of the latter organization have not yet been completed, but announcement is expected to be made in the near future.

BIG TEXAS ONION CROP

The Bermuda onion acreage for Texas for 1918 is estimated on April 1, 1918, to be 18,070 acres, as compared with 12,050 acres in 1917. A forecast by the U. S. Department of Agriculture on the condition of the crop as reported on April 1 indicated a maximum production of 7,708 cars of 530 bushels each, compared with a total shipment of 5,812 cars in 1917, as reported by railroads to the Bureau of Markets. The crop is running heavily to culls, which will probably not be shipped, and it is estimated the maximum production forecast may be reduced 25 per cent., leaving a maximum production of mechantable onions of 5,781 cars for shipment.

LICENSE CHEQUES MUST BE PAYABLE AT PAR IN OTTAWA

The Canada Food Board to-day issued a statement to retail grocers, butchers, fruit and vegetable dealers, proprietors of public eating places, and other dealers in foodstuffs, now being brought under the Food Board's license system, warning that remittances by cheques on account of the license fees must be made payable at par at Ottawa. Remittances which are not so payable will be returned to the senders. As no licenses will be issued until fees have been paid, failure to send remittances in the proper form will only cause delay in the issuance of licenses.

SALT WILL BE AVAILABLE FOR FISHERIES

A question was raised in the Dominion House recently over the shortage of salt that it was felt would occasion great danger to the packing trade of the Maritimes. Hon. Mr. Lemieux urged that energetic measures be taken to obtain a supply from the Mediterranean.

Sir George Foster in replying to the representation stated that a shipment of 5,500 tons was already on the way, which amount was expected to carry the trade in Canada up to July. Arrangements were being made with the British Admiralty for further supplies.

New Goods Department

"RIT" THE NEWEST PACKAGE DYE

A new product known as "Rit" has recently been placed on the market. It is a soap dye that washes the goods during the process of dyeing. It is manufactured by the Sunbeam Chemical Company, Toronto, Ont., and is to be had in all colors and shades. The manufacturers claim that it will not injure the most delicate fabrics. Loggie Sons and Company, Toronto, are the selling agents for Canada. Demonstrations of this new product are being held in all large centres.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

GRADUALLY difficulties in respect to the application of the new tax are being straightened out. New prices on practically all lines affected have now been named, and the trade is settling down to the question of securing business on the new basis.

Some doubt as to the interpretation of the 1,000 pounds clause has been expressed, and latest advices now intimate that dealers holding this amount or more must pay the tax on the whole amount. The more equitable basis would seem to be to treat this amount as an exemption, and were all dealers so assessed to send through a protest to Ottawa their concerted action might result in having this ratified.

An increase in Pacific ocean freight rates of 30 per cent. is reported, and a further advance would not be unexpected. This will further add to costs of all goods being handled on these routes, and increased difficulty in securing supplies is already manifesting itself. Shipment of teas from Java has been resumed, but it is not expected that space will be provided for any great quantities.

MONTREAL—That ruling prices on nuts will look cheap by next October was the opinion expressed by one large importer to Canadian Grocer during the week. A realization of this by wholesalers and retailers seems evident, too, in a greatly stimulated demand. The question of supplies grows increasingly uncertain, and this with the advancing costs of transportation will have a bearing on shoving prices to considerably higher levels.

The spice market continues to reveal decided strength, and that higher prices will be named on peppers appears quite likely within the next few days. Other lines are also very strong, and the general trend is towards advances all the way through. Shipments from the Orient are on a pretty narrow scale and this is resulting in stocks reaching the vanishing point.

Teas show a firming tendency owing to the announcement of opening prices on Japan teas, which range about 7 or 8c per pound higher than last year. It is intimated that the quality of teas will range as fair. There is every indication that even greater difficulty in securing steamer space than that experienced a year ago will be manifest.

TORONTO—The sugar situation in respect to supplies shows decided improvement during the week, shipments coming along in greater numbers, with a corresponding improvement in distribution to dealers. The feeling generally is much easier, and the outlook for the future, when the demand will be greatly accentuated, seems more promising.

Opening prices named on Japan teas reveal figures representing an advance of about 7c per pound. The heavy advance made in ocean freight rates, with further advances anticipated, will, it is thought, result in Java teas costing considerably more. Some movement of tea is reported on the new basis of prices ruling, though this is not by any means heavy.

Quotations on nuts are made in a market showing greatly added strength, and that considerably higher levels will be reached is the opinion freely expressed. Almonds and walnuts are particularly strong, and peanuts may be classed with these two as well. The uncertainty of further supplies is a factor, and the continually increasing costs of transportation must be reckoned with on these lines.

New prices have been named on peel, and quotations now given show a stiff advance of approximately 10c per pound. No future business is being accepted on other lines of dried fruits prior to June 1, and there is some doubt expressed as to whether prices will even be named at that time for next fall's requirements. Crop prospects are said to be very good, but with the Government of the United States a probable heavy buyer, the amount available for domestic consumption must remain uncertain.

WINNIPEG—An active demand for rice continues to manifest itself, and the market is holding very firm. Indications are that higher prices are well within the realm of possibility. Japanese Lima beans are arriving in limited quantities and are supplanting the United States beans, which cannot be secured at the present time. The market on white beans is uninteresting and might be termed stationary.

Little of interest is reported as regards dried fruits. Sales of new crop goods will not start before June 1, and what the future may be is decidedly uncertain. Grecian currants are reaching the local market in small quantities. The extremely high prices ruling on Australian currants has practically shut them out of this altogether. New prices on American peels have been named at a big advance over last year, but jobbers are buying liberally nevertheless.

Buyers are keeping out of the coffee market at the present, the uncertainty in regard to getting licenses through being an element in this condition. It is further indicated that demand to some extent has declined owing to higher prices resulting from increased taxation.

QUEBEC MARKETS

MONTREAL, May 21.—There is still a fairly good business passing in the various staple and special lines usually salable at this season of the year. Changes have not been numerous, but the general tendencies are of a firming nature, with supplies of various lines becoming gradually scarcer. Clay pipes, corks, golden haddies, mushrooms and wash boards are among the regular lines taking on advances. Bananas have reached a high water mark at $5 per bunch. Imported olive oil stocks are getting small, and the line is, therefore, high. Advances may be made in some lines of spices during the week, and peppers especially will figure in this. There is a very active demand for starches.

Clay Pipes, Corks, Wash Boards, Haddies Up

Montreal.

VARIOUS LINES. — The week's changes include advances for clay pipes. These advanced from $1.25 to $2 per box of 200. Common corks also are up, the advance being 10c per gross to 40c. Crystal wash boards are selling at $5.50 per dozen, representing an advance of 50c. Golden Finnan haddies, handled by some of the jobbers, are quoted at $11.75 per case, an advance of $1.25 per case of four doz. Hotel mushrooms are advanced to 50c per tin, the old price being 46c.

Better Delivery Raws Improves Sugar Outlook

Montreal.

SUGAR.—There is a decidedly better expression of feeling among the refiners with regard to the outlook for supplies of refined sugars during the next few weeks. Improvement in the supply has been marked, and during May and June such tonnage is expected to be available as will give preserving companies and the regular trade quite as much sugar as will carry them through the important preserving time almost at hand. As one refiner put it: "The supplies are confidently expected to meet the needs for some time to come, and with very little to indicate that there will be much if any change from the present position as to price. For the week there has been no change excepting the improvement in delivery of raws above reported.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 40
Icing (50-lb. boxes)	8 90-9 20
Diamond icing	8 70-9 05
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

Demand Good For Canned Goods

Montreal.

CANNED GOODS.—There is a continued demand for canned goods, the jobbers report. Supplies have been depleted gradually. Prices are maintained without any change. There is some interest in the salmon situation as relating to the future, and in the matter of the present season's pack speculation is somewhat rife as to what the run will be. In the meantime there is a strong position on canned salmon in jobbing quarters.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Applies (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Rice Restrictions May Not Be Serious

Montreal.

RICE AND TAPIOCA.—The recent restrictions placed on the export of rice from Japan will not, in the opinion of a large rice miller here, have a permanent effect, and it is felt it may be overcome later. In the meantime the demand is fair and prices, while characterized by firmness, are unchanged.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15	0 16

Maple Products In Good Demand

Montreal.

MAPLE PRODUCTS.—The demand is reported good, and this particularly for maple sugar, which has found its way into the United States in rather large quantities. For syrup there would be better sale if the supply were greater. Many of the lots in jobbers' hands have been picked up well, and some say there is not a great deal available now. Prices all around are consequently well maintained, with advances reported in some cases, but the following range will cover the market as represented by large jobbers:

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 85	1 90
Syrup, 5-gal. tins, per gal.	....	1 85
11-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Molasses And Syrups Moving Out Freely

Montreal.

MOLASSES AND SYRUPS.—The market for molasses is maintained, and many are taking delivery of their supplies for the season. This will be general in view of the possibility of there being short stocks later. While supplies have been coming to hand fairly well, these are in turn shipped out in many cases to the retail trade quite promptly. Corn and cane syrups are in active demand, seasonably speaking. Prices are unchanged.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25

Barbadoes Molasses—	Prices for Island of	Montreal
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs.	8 00
Half barrels, per 100 lbs.	8 25

Coffee Sales And Cocoa Keep Fair

Montreal.

COFFEE AND COCOA.—The new prices on coffee make new high levels and the ranges given below cover the range of grades that are available here. Mochas are practically unknown now, and those under this name may be called "types." There is a fair demand, and for cocoa there also seems to be a well held demand for this time of year. Supplies of both commodities are ample for the present, and beyond the recent revisions which have made the undermentioned higher prices there is no change.

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)	....	....
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	....	....
Bulk cocoa (sweet)	....	....

Japan Teas Higher; Trading Light

Montreal.

TEAS.—The event of the week is that of cabled announcements regarding the new prices on Japans. These have been arrived at and are 15 per cent. higher than those of a year ago, making the pound prices 6c to 7½c per lb. over the quotations ruling to date. Uncertainty still is expressed regarding the availability of Dutch shipping for carrying Javas. It was stated a while ago that this was to be available soon, but the matter is now less certain. Under the new taxes it will be impossible to export teas without first paying the excise tax unless it be in the case of bonded car lots which might be re-routed, the duty not yet having been paid. Once taken delivery of here the new tax is imposed. Trading is rather light at the present time.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Dried Fruits Rule At Firm Quotations

Montreal.

DRIED FRUITS.—While there are no actual changes in the dried fruit list this week, there is nevertheless a strong undertone to most lines. Raisins are, of course, very scarce, and this has tended to a firming of the market. Supplies are gradually used up of various grades, and many are having to substitute other lines or cancel altogether. The announcement made that many other lines of dried fruits may be placed under the same restrictions as apply to raisins, prunes, etc., will be followed with interest.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)—		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	6 84
Do., Dromedary	....	7 92
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (22-lb.)	....	0 20
Figs, Portuguese	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

To-Day's Nut Prices Look Cheap By Fall

Montreal.

NUTS.—The situation on nuts was summed up in the remarks of a large importer to CANADIAN GROCER: "To day's prices will look cheap next October. In four days last week we sold more nuts than in any four days I can recall." It appears that the jobbers and retailers as well are beginning to realize that nuts will be very hard to obtain next fall, and they are now protecting themselves in markets that seem already high. In the meantime markets are characterized by firming tendencies, particularly in the matter of walnuts, almonds, peanuts and filberts.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 21½	0 22½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts, Bon Ton	....	....
Peanuts, "Diamond G"	....	....
Peanuts (coon), per lb.	....	....
Peanuts (Jumbo), per lb.	....	....
Peanuts, shelled, Spanish, No. 1	....	....
Peanuts, shelled, Virginia, No. 1	....	....
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Carrots, new (doz. bunches)	....	1 50
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 72
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

Cereals Are Steady; Flour Substitutes Easy

Montreal.

CEREALS.—The markets are not greatly changed. Demand for different kinds of cereals is fairly good, especially for those more popular at this season of the year. Cornmeal is probably a shade easier and, according to grades, may be bought favorably. The oat market is easy, as stated a week ago, but actual changes in the price of rolled oats and of oatmeals have not materialized. Some say that there is every reason to feel that there will be a reaction in the oat situation, and that prices will again advance. Flour substitutes are in good demand, but there is an easier feeling in some quarters regarding these. This applies particularly to the position on corn flour. Larger receipts are held to be responsible for this condition. Rye and barley flours also are reported easier, but are without actual revision of price.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 40	7 25
Barley, pearl	8 25	8 75
Barley, pot, 98 lbs.	6 15-6 25	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	5 65	6 50
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 04-6 25	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	10 25	11 25
Rolled oats, 90-lb. bags	5 35	5 80
Rolled oats (family pack.), case.	5 50	5 80
Rolled oats (small size), case.	2 07½	2 12½
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots 98 lbs.	8 25	8 75

Flour Quiet; Feeds Easier

Montreal.

FLOUR AND FEEDS.—There is not so much demand for standard grades of flour, the millers report, indicating a good demand for substitutes. It may be also that certain adjustment of stock is being made, and that as far as the householder is concerned there is ample supply on hand to comply with new regulations. Feed demand is somewhat lessened, but the supply has not made itself sufficient to in any wise meet the request. Prices have eased on oat feeds and also on barley chop and meal. This is due to the easier feeling for the grains so milled.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers.	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	....	35 00
Shorts	....	40 00
Crushed oats	61 00	73 00
Barley chop	70 00	76 00
Barley meal	70 00	77 40
Feed oats, per bushel	1 00	1 04

Bean Markets Dull Quality Inferior

Montreal.

BEANS.—The situation is without any outstanding feature of interest. With so many inferior beans on the market and with a slow demand the prices are easy but unchanged in any way. From all that can be gathered the position on beans is likely to be an uninteresting one for some time. It is said that the planting has been conducted on a large scale this year.

Beans—		
Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	10 00	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Peppers To Advance; Spices Very Firm

Montreal.

SPICES.—The very firm position on most lines in the list is held still and the added feature of the week is that revisions to higher levels within the week may be expected. This will very likely affect peppers, both black and white, and may be from 3c to 5c per lb. Cassias also are in a strong position and it is not improbable that these may be in the list slated for higher prices. Paprika may be moved up too. The clove market is firm and there might be a change in the primary situation at any time. Trading is fair and there is some speculation as to how long certain supplies will last of various commodities, the shipping situation being such as to make definite forecast quite impossible.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	....	0 35
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Paprika	0 45	0 50
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Watermelons 50c Each; Bananas Higher

Montreal.

FRUITS.—While there has been an apparent better delivery of some lines during the last ten days prices are well maintained for the most part. Oranges are somewhat firmer and there seems to be an improvement in the variety offered. Bananas are higher again to $5 per bunch. New California cherries are in and selling at $4.50 per box. Apple stocks are getting lower from day to day although favorable prices are quoted. Watermelons have arrived on the market and are selling at an average of 50c each. Strawberries have been rather freer for the past few days and are in good demand.

Apples—		
Ben Davis	3 25	4 00
Russets	4 50	5 00
Nonpareil	5 00	5 50
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	2 75	3 00
Bananas (fancy large), bunch	....	5 00
Cherries (California), box	....	4 50
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	....	4 75
Grape fruit (fancy Porto Ricos) 54, 46	....	4 50
Lemons (fancy new Messina)	....	4 50
Lemons (choice)	....	4 25
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 25	7 00
Oranges, Porto Ricos	....	5 50
Oranges, Californa navels	6 00	7 50
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Oranges (Sorrentoes), 200 size	....	5 25
Pineapples, Cuban (crate)	5 50	6 50
Pineapples, Florida	5 50	6 50
Pears, eating (doz.)	0 30	0 60
Strawberries (box) (quarts)	0 18	0 25
Watermelons (each)	....	0 50

Rhubarb Declines; New Vegetables In

Montreal.

VEGETABLES.—There is fairly good trading in vegetables and the imported varieties are coming to hand in larger variety. As the season progresses these are easier to get and consequently the prices are the more favorable. Rhubarb which has been selling as high as $1.75 per dozen bunches has declined and can be bought at from 25c to 40c per dozen bunches. Asparagus is more plentiful, but the price still is high at $2.50 per basket for the "Western Grass" variety and $3 per dozen bunches for the imported variety. Native grown cabbage is scarce and the imported new variety is taking its place. Carrots, beets and turnips are a trifle higher as also are potatoes. The general planting will have taken a good deal of the supply. New Texas onions are on the market at $2.75 to $3 per crate. Spanish onions are vanishing from the list.

Asparagus (doz. bunches)	....	3 00
Asparagus, Western Grass (bask.)	....	2 50
Beans, new string (25-lb. basket)	....	4 00
Beets (60-lb. bag)	....	0 75
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	....	2 50
Cabbage (new), hamper	....	1 50
Cabbage (New Florida), crate	....	2 75
Carrots (bag)	....	1 25
Celery (Wash.) doz.	....	1 75
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers, hampers	....	6 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (3 doz.)	2 50	2 75
Lettuce, Montreal, head (doz.)	....	1 25
Lettuce (Florida), hamper	2 75	4 00
Lettuce (California), 5 doz.	5 50	6 50
Leeks	....	3 50
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (70-lb. bag)	....	1 00
Onions, red (100-lb. bag)	....	2 50
Onions, spring, doz.	....	1 50
Onions (Texas), No. 1 yellow, cte.	....	2 75
Do., No. 2 white wax (crate)	....	2 75
Do., Silver and Red (crate)	....	3 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Peas (in hampers)	....	4 00
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag.	....	1 65
Romane	....	0 50
Radishes (doz.)	....	1 00
Rhubarb, doz. (Montreal)	0 25	0 40
Turnips (Quebec), bag	....	1 00
Turnips (Montreal), bag	....	1 25
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, crate	4 25	6 50
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 00

ONTARIO MARKETS

TORONTO, May 22.—Prices for the week again show remarkably little change and no big outstanding features are reported in any of the markets. A generally easier feeling prevails in regards to sugar supplies and distribution is being effected on a far more liberal basis than for some time past. Business generally is fair, though heavy buying is by no means the order of the day as far as the retailer is concerned

Easier Tone Prevails In Sugar Situation

Toronto.

SUGAR.—A much easier situation is remarked as regards sugar during the week, supplies reaching the local market in more liberal quantities and distribution being improved to a similar extent. There seems to be a feeling that retailers have been receiving a fair amount of sugar back from their customers and this has had a tendency to restrict the demand somewhat. Prices have held firm and unchanged during the week.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	9 07
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refiinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

New Prices Named on Matches; Other Lines

Toronto.

MATCHES, OTHER LINES.—New prices have been named on matches to conform to basis of taxation recently established. It will be noted from the few prices given that to-day's figures have reached extremely high levels. Silent parlor are now selling at $15.50 and Golden Tip at $15.25. In some quarters stocks of Campbell's tomato soup are depleted. Humpty Dumpty egg crates at $4.20 per dozen, price now being quoted, show an advance.

Molasses Unchanged; Syrups Remain Steady

Toronto.

MOLASSES, SYRUPS.—No change has become effective in the molasses situation during the week. Prices have been firmly maintained and a fair demand continues to be manifest. Supplies of some lines continue scarce, though stocks of others are reported in very good condition.

Syrups have held steady and are moving out in fair quantities. No change is apparent in quotations shown below.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	5 50
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy, Barbadoes, barrels	....	1 00
Choice Barbadoes, barrels	....	0 90
West India, ½ bbls., gal.	....	0 56
West India, No. 10, kegs	....	6 50
West India, No. 5, kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 90
Tins, 3-lb. table grade; case 2 doz., Barbadoes	....	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Canned Goods Firm; Preserving Season Near

Toronto.

CANNED GOODS.—All lines of canned goods held firm during the week and a fair consumption is reported. St. Williams' jam in 16-oz. jars shows a slightly firmer tone in quotations named on strawberry of $3.90 and on respberry and black currant of $2.90 per dozen. Shipments of Brunswick sardines ¼s are reported in, orders being accepted at $6.75 case or 90c per dozen. The preserving season is by no means far off and indications are that a very good pack will result should present hopes re crops materialize. Quotations shown below show little variation over the preceding week:

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	2 00	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Midget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin	0 82	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Peel to Be Higher; Little Else Moving

Toronto.

DRIED FRUITS.—There is every indication that a substantial advance in the price of candied peels will shortly be made. Prices have held firm and unchanged for a considerable period past but the new basis of quotations will probably range about as follows: Lemon and orange, 38 to 40c per pound for American and 35c to 36c for Canadian; citron about 45c for American and a cent less for Canadian. Other lines show little change though currants from distributing points are being offered a little more freely in this market and at a little better price than for some time past. Prunes are unchanged and nothing new is reported in any of the other commodities.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

No New Development In Tea Situation

Toronto.

TEAS.—There have been no new developments in the tea situation locally during the week, business from a wholesale standpoint being reported rather light. The opening prices on Japan teas have been named and range about 7c per pound up. Shipping from Java has been resumed but is expected to be confined within comparatively narrow limits. A heavy advance in ocean freight rates already made and another to follow shortly will it is estimated increase costs about 8c per pound on these lines compared with previous shipments.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Firm and Unchanged; Fair Demand

Toronto.

COFFEE.—There has been no change in the outlook during the week. Prices have been firmly maintained and a very fair volume of business transacted. An advance in C. & S. coffee has become effective, the ½s in tins now being quoted at 42c per pound; the 1s in tins, 41c; and 2s in tins, 40c. Difficulty in getting licenses for shipments from the United States is still apparent.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Spices Hold in Very Firm Position

Toronto.

SPICES.—The position of spices remains very firm in all lines and conditions prevailing during the past couple of weeks still hold, viz., prices are high and likely to go still higher and a growing scarcity marks supplies of practically every commodity. No change in quotations below are noted for the week:

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Pickling spice	0 22	0 25
Peppers, black	0 43	0 46
Peppers, white	0 47	0 49
Paprika, lb.	0 45	0 55
Nutmegs, selects, whole, 100s	....	0 45
Do., 80s	....	0 55
Do., 64s	....	0 60
Mustard seed, whole	0 35	0 40
Celery seed, whole	0 45	0 68
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	0 96
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Almonds In Very Firm Position

Toronto.

NUTS.—The range on shelled almonds has narrowed during the week and indications are that the market will firm considerably more. That prices will reach 55c within a comparatively short period seems quite possible. Walnuts are also very firm and prices 10c per pound higher than to-day's quotations would, it is intimated, not be surprising in another couple of months' time. Brazils have recorded an advance in some quarters, for the week, being quoted at 17c per pound in the shell.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 22	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 17
Cocoanuts, 100s	....	8 00
Shelled—		
Almonds, lb.	0 45	0 50
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 70	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Uninteresting Market Revealed in Beans

Toronto.

BEANS.—A very uninteresting market is revealed in beans during the week Stocks are comparatively heavy and the demand within narrow limits. Prices have held firm and unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush..	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 19	0 22

Prices Very Firm; Supplies Uncertain

Toronto.

RICES.—An extremely firm undertone to the rice market is noticeable during the week and the question of further supplies remains uncertain. A further advance in ocean freight rates of about 30 per cent. will have a tendency to exert an influence upward on prices. It is further intimated that an embargo by the Japanese Government on all foreign shipments through their ports is threatened except on rices known to be destined for Japanese subjects on the Pacific coast. This provides for an element of uncertainty as regards future supplies though hopes are expressed in some quarters that a fair amount may be allowed to come through.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Some Movement in Package Goods

Toronto.

PACKAGE GOODS.—There is a fair movement in some lines of package goods reported for the week, though rolled oats reflects little of this activity. Prices are holding firm and unchanged throughout as follows:

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 85	6 35
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons.	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

No New Developments in Maple Syrup; Honey

Toronto.

HONEY, MAPLE SYRUP.—There have been no new developments to be noted in maple syrup during the week, prices holding firm and only a fair movement in progress. Honey remains in an uninteresting position, there being practically none to offer and consequently little moving.

Grapefruit, Pineapples, Strawberries, All Higher

Toronto.

FRUIT.—A much firmer tone is evident in regard to grapefruit and prices generally show a considerable advance, as high as $6.00 to $6.50 per case being asked. Porto Rico pineapples are also firmer, although some offerings of Cuban are being made, but these as yet are slightly green. Strawberries are in light supply and higher prices rule. Good warm weather will have a tendency to maintain high levels as regards prices, resulting as it will in an accentuated demand. California lemons are very high, prices ranging from $6.50 to $7.50 per case. Shipments of Messina lemons are in and selling at $5.75 to $6.00. Oranges locally are slightly easier during the week, though quotations at the Coast range higher and this condition will likely be reflected here. Bananas are high in price, with light arrivals at Atlantic ports reported.

Apples—		
Winesaps, box	3 75	4 00
Ontario—		
Baldwins, No. 1, bbl.	....	7 00
Starks, No. 1, bbl.	....	4 50
Do., No. 2	....	3 50
Ben Davis, No. 1, bbl.	4 00	6 50
Do., No. 2, bbl.	....	3 50
Nova Scotia—		
Baldwins, No. 1	....	4 50
Do., No. 2	....	3 50
Starks, No. 1	4 00	4 50
Do., No. 2	3 50	4 00
Winter varieties, straight No. 3	1 50	2 50
Bananas, yellow, bunch	4 00	4 50
Do., per lb. (crates extra)	....	0 07
Cherries, Cal., box	3 25	4 00
Grapefruit—		
Floridas, 36s, 46s, case	4 50	6 00
Do., 54s, 64s, 80s, 96s	6 00	6 50
Cuban and Porto Rico, 54s, 64s, 80s, 96s	5 25	5 50
Oranges—		
Valencias—		
96s	....	6 50
100s	....	6 00
126s	6 50	6 75
150s, 176s, 200s, 216s	....	7 00
250s	....	7 00
288s	5 50	6 50
324s, 360s	4 50	6 50
Lemons, Cal., case	6 50	7 50
Do., Messinas, box	5 75	6 00
Pears, Cal., box	....	....
Pineapples, Porto Rico, cs. 24-30s	6 50	7 00
Strawberries, pints, 24s	....	....
Do., quarts	0 32	0 35

Cabbage Easier; Tomatoes Up; Rhubarb Down

Toronto.

VEGETABLES.—A much easier tone is noted in cabbage during the week, prices declining materially Mississippi appears to be the principal source of supply just now on cabbage. Tomatoes have firmed again during the week. Floridas are about done and Mississippi will be next available, which may result in tomatoes being off the market for a few days. Outdoor rhubarb is now offering, prices showing a sharp decline over hothouse stock. Texas onions are arriving in liberal quantities and prices are slightly easier. New Florida white potatoes are arriving, large barrels being quoted at $5.90; bushel baskets at $2.25 and boxes (about 50 pounds) at $1.75 each.

Asparagus, Canadian, doz.	1 00	1 25
Artichokes, Cal., doz.	....	1 25
Beans, wax, hamper	3 50	4 25
Do., new, hamper	1 75	2 00
Brussel sprouts, quart	....	....
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	2 50	2 75
Do., Carolina, crate	2 50	2 75
Do., Mississippi, crate	2 75	3 00
Carrots, bag	....	....
Do., new, hamper	1 75	2 00
Cucumbers, hothouse, basket	....	3 25
Lettuce, leaf, doz. bunches	0 25	0 35
Do., head, hamper	3 00	3 75
Mushrooms, basket	....	3 25
Onions—		
Spanish, crates	....	3 00
Texas, 50-lb. crate	2 25	2 50
Do., Canadian, 75-lb.	....	2 00
Parsnips, bag	....	0 75
Parsley, doz. bunches	....	0 85
Peppers, green, doz.	0 85	1 25
Peas, green, new, hamper	....	3 75
Potatoes—		
Ontario, bag	....	1 65
N.B. Delawares	1 75	1 90
Spinach, Canadian, bushel	....	2 00
Rhubarb, dozen bunches	0 30	0 40
Tomatoes—		
Floridas, 120s, 144s, 180s, case	6 25	7 00
Turnips, bag	....	0 65

Flour Unchanged; Demand Easier

Toronto.

FLOUR.—Flour is unchanged during the week, no excitement being manifest whatever in this commodity. The demand seems somewhat easier, which is attributed to a fairly liberal amount being returned to dealers throughout the country by consumers with more than lawful supplies.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Demand is Easier On Mill Feeds

Toronto.

MILL FEEDS.—With pasture coming along rapidly, enabling farmers to get their horses and cattle out, a slackening in the demand for mill feed is noticeable. There have been no new developments otherwise.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40

Cereals Show No Change During Week

Toronto.

CEREALS.—There has been no change made in cereals during the week. A fair demand for substitutes continues to manifest itself. Stocks of rolled oats are fairly heavy and there is little movement of this line at the present time. Prices are unchanged as follows:

	Single Bag Lots F.o.b. Toronto
Barley, pearl, 98s	8 00 8 25
Barley, pot, 98s	6 00 6 25
Buckwheat Flour, 98s	.... 6 50
Cornmeal, 98s	7 00 7 25
Corn flour, 98s	.... 7 00
Farinas, 98s	....
Graham flour, 98s	6 00 7 00
Hominy grits, 98s	6 50 6 60
Hominy, pearl, 98s	6 50 6 60
Rolled oats, 90s	5 80 5 85
Oatmeal, 98s	6 40 7 00
Rolled wheat, 100-lb. bbl.	6 75 7 00
Rice Flour, per 100 lbs.	11 00 12 00
Wheatlets, 98s	....
Peas, yellow, split	10 00 10 50
Blue peas	0 11 0 15

Above prices give range of quotations to the retail trade.

Continued on page 66.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, May 21.—Rice market here is in a very excited state. What little Japanese rices are left sell for $210 to $215. Dealers here can now only get Japanese rice on consular certificate on agreeing to sell only to Japanese. Siam No. 1 is off the market; No. 2 is selling for $185 to $190. Dealers here have been informed that orders for Siam rice cannot be filled owing to want of shipping space. China rice No. 1 is at $190 to $195 for forty 44-lb. mats, $175 to $189 for No. 2. Demand for rice flour is becoming enormous owing to its extensive use by bakers as a substitute for wheat flour. Beans are easier, Japanese selling at 9c to 15c, and B. C. at 14½c to 15c. Lard has gone up to 33c; butter, 49c to 55c; margarine, 34c. B. C. fresh eggs, 50c; Alberta, 45c. Cheese, Ontario solids, is quoted at 25¾c and Alberta at 25c. A comparison with former price lists shows spices have advanced 40 to 100 per cent. since 1914.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	....
Do., Siam, No. 2	1 85	1 90
Rice, China, 44 lb. mats, No. 1	1 90	1 95
Do., No. 2	1 75	1 89
Do., Japanese	2 10	2 15
Beans, Japanese, per lb.	0 09	0 15
Beans, B.C., white	0 14½	0 15
Potatoes, per ton	....	40 00
Lard, pure, in 400-lb. tierces, lb.	....	0 33
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 49	0 50
Cheese, Canadian	....	0 25¾
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	0 45	0 50
Oranges, box	....	7 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 21.—There have been some few changes in this market during the week, though as a rule commodities have shown little change. Canned pineapples are away up—2's, $7.40 per case; 2½'s, $8.40. Sugar made an advance to-day, and sacks are now selling at $10.60. The restrictions on quantities to jobbers have now been removed by B. C. Refinery. Many cuts of bacon and light average hams are ½c higher. Four-ply twine is quoted at 65c. Salad oil, Reckitt's blue and many lines of toilet soaps have advanced this week, apart from new duty. Matches are 70c to $1.40 a case higher. There are no raspberries, 2's offering. Robin Hood health bran has advanced from $2 to $3. Creamery butter more plentiful; no change.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 70	4 85
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt.	....	10 60
Cheese, No. 1, Ontario, large	0 25½	0 26½
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	19 80
Eggs, new laid, case	11 25	11 75
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 9[illegible]	5 50
Corn, 2s, standard case	5 50	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	....
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaces, evaporated, lb.	....	0 16
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	....	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	7 50	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 21.—The wholesale price of sugar at Regina has advanced 15c; the new quotations are $11.25 per cwt. New prices are also given for flour at $5.20, and rolled oats, $4.50. Matches have advanced again this time $1.25. Cigarettes are higher. Soap and washing powders and similar preparations are difficult to secure. Bananas are $7.85 per bunch, and Regina retailers are now selling by the pound instead of by the dozen. Retail prices range from 15c a pound to two pounds for quarter. Eggs, new-laid, 38c; canned tomatoes, $5.35; evaporated peaches, 2's, $4.65; cream of tartar has advanced 10c per pound.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 50
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	11 25
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 46
Eggs, new-laid	....	0 38
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 35
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 65
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

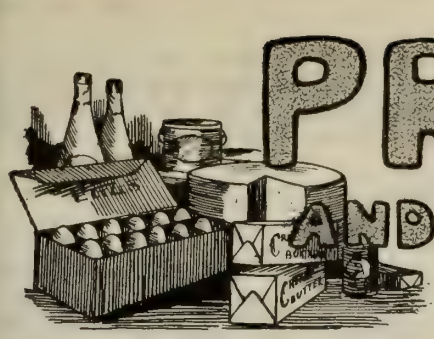
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., May 21.—There have been a number of changes in this market during the week, and a fair amount of activity. Matches have advanced to $1.40 a case, and are now selling at $8.30. Beans are somewhat easier, yellow-eyed having declined to $10, while white are quoted at $9.50. Cheese is firm at 25c. Eggs are slightly easier, selling for 35c to 36c. Butter is higher; dairy, 43c to 44; tub, 40c to 42c, and lower prices anticipated before long. Bermuda onions are easier, and are selling at $2.50 to $2.75 a crate. Pineapples are now offering at $7 to $8 a crate.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	12 00
Beans, yellow-eyed	....	10 00
Beans, Canadian, white	....	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	....	0 25
Eggs, case	0 35	0 36
Breakfast bacon	....	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 43	0 44
Butter, tub	0 40	0 42
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	61 00	64 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
New, native, barrel	2 80	3 00
Onions, Canadian, 75 lbs.	2 50	3 00
Onions, Bermuda	2 50	2 75
Lemons, Cal., Messina, case	6 00	7 00
Oranges, California, case	6 00	8 50
Grapefruit, case	7 00	8 00
Pineapples	7 00	8 00



PRODUCE AND PROVISIONS



Regulation of Egg Trade Anticipated

Government Expected to Exercise Measure of Control—Profits From Producer to Consumer to be Regulated—Future Uncertain Until Definite Announcement Made

THAT the Government will try to regulate the profits on eggs and bring this branch of the produce business more directly under its control seems quite evident from negotiations now under way.

For some time past Canadian dealers have been paying prices out of all proportion when the markets in the United States are taken into consideration. Eggs have been put in storage at Chicago at from 33c to 36c per dozen and present prices there for extras are 34½c to 35c. Prices at Ontario and Quebec country points have been up around 38c to 40c and it must be kept in mind that it will cost an additional 3 to 3¾c per dozer to prepare for storing, taking into consideration freight, candling, new fillers and cases and shrink. On this basis it does not take long to determine where Canadian export business would land, working at a disadvantage of 6c to 7c per dozen over prices applying in the south. There simply wouldn't be any export business and it is in view of these conditions that the quantity of eggs put into storage in Canada has been comparatively light.

It would mean a serious loss to Canada were the surplus not disposed of and it has been in an endeavor to place the Canadian egg business on a more equitable basis that prices have shown a decline in the country during the past week and that even lower levels are being aimed at.

Canadian eggs have always enjoyed a good export demand and whereas this business this year will be done altogether through the Allied Export Buying Commission, it is not to be expected that they will pay Canadian producers (and it works back to the producer) a royalty of 6 or 7c per dozen for his eggs. The outlook in eggs has been none too bright for some weeks past, but there seems a possibility that the future will assume a somewhat rosier aspect from now on.

However, another element has entered into the situation now which may or may not work out to the advantage of this trade. There are at present indications that the Government will step in and exercise a measure of control over prices at which eggs may be sold. Should the dealers be allowed sufficient to cover working expenses, they will ask little else, but there is some danger of restricting the margin to such an extent that a loss would result. In this case, dealers would undoubtedly refuse to store any eggs and the position which has been made more favorable as regards prices would again become upset and unsatisfactory.

The idea under consideration is to regulate the price of eggs from the producer to the consumer, allowing the dealer a certain percentage and the retailer a further percentage for their respective parts in the transaction. Furthermore, the new plan will likely cover individual transactions and not be determined on an average basis. Each shipment received by dealers will have to be dated, numbered, priced, etc., and as orders are shipped out credited to this particular lot. How the system will work out is a matter of much conjecture. It will undoubtedly result in the cheaper eggs moving out first, for purchases made at 38c will have an advantage over those made at 40c under this method of distribution.

Dealers express a willingness to help in any way they possibly can, and whereas the system as outlined seems rather complicated, they will be found co-operating with the Government if a sufficient margin be allowed for them to make a small profit.

Law Suggested For Egg Grading

Saskatchewan Egg and Butter Problems Before the R. M. A. Convention—Operation of the Provincial Creameries——Can Dairy Butter be Graded, Too?

W. C. PAYNTER, Tantallon, of the Co-operative Creameries, discussed the problem of Saskatchewan Co-operative Creameries which had been organized some ten years ago. Where creameries had been formed the merchants and the townspeople assisted the farmers in financing them, each going about half.

"There were now 10,000 patrons to the creameries of Saskatchewan," he said, "whereas they began with only about 250. Butter now produced in the province was second to none. The production of this butter necessitated the establishment of cold storage and refrigerator cars to take care of the marketing in an efficient manner. The cold storage is solving the question of conservation of perishable foodstuffs. These shareholders are not all of one class. They include wholesalers, jobbers, retailers, farmers, etc. It is necessary in the interests of community building to bring the merchant and consumer closer together. We merchants are necessary to the best interests of the community. If we are not, then there should be a change made. This is an economic question that will have to be considered after the war." But he believed co-operation was absolutely necessary to community progress and the Saskatchewan Co-operative Creameries was one of the solutions.

The Grading of Eggs

Discussing the bad egg question, he said he used to pay 2c per dozen more for good eggs by getting customers to bring them in fresh. These eggs were stamped with his own stamps. Producers had to sign an agreement that if any eggs were not up to standard they would have to bear the expense. Result was the standard of quality was materially elevated in that district.

"But when we sent them on to the wholesale house we did not get any advantage. There should be a definite government standard so that every man would have a fair show, just the same as in wheat.

"The eggs produced in Saskatchewan are not of a high standard, at least, not any better than in any other province. It is up to us to improve this situation. Eggs should be graded, but there is no use passing a resolution here stating we would all grade eggs, because the fellow who isn't here would not do so and that

would spoil everything. The only way therefore is to get the government to pass a law insisting that the present government standards be made compulsory, then eggs would be paid for according to quality.

"After raising the standard of eggs in my district I found my work was of no avail because buyers insisted on buying eggs case count,"

Mr. Paynter urged the Retail Merchants' Association to take up the question and have all licensed dealers handle eggs on grade; in two years' time all our eggs would be placed in the special and extra grades.

"We have come to a crisis," added Mr. Paynter, "in this problem, and the only way to overcome it is to have eggs bought and sold on a graded basis, the good eggs paid for in accordance with quality."

In answer to a question from Anton Huck, Vibank, Mr. Paynter stated he could tell in the majority of cases whether he should pay 2 or 5 cents a dozen more to certain customers when he saw the eggs, and that as soon as others found out this was the case the producer would soon be keeping all the dirties and cracked eggs for home use and sending only the good eggs to market.

W. Gunn, Kincaid, asked, "Why not have the butter graded, too? Some butter we get in is of poor quality, yet we have to pay as much for it as for good butter."

Mr. Paynter: "The order should be the same. If a producer brought in bad butter unfit for consumption there should be a law so that the Food Control board would insist on the producer and merchant being fined."

Chas. Clerkson, Swanson: "When a farmer brings me in butter I insist on him signing his name. Then when the butter goes out the buyer can tell just who made it. If he doesn't like it he writes me not to send any more of Jno. Smith's butter, etc. In that way I can soon tell who is making good butter and who is not."

Mr. Gunn: "I tried the name system and it doesn't work. It is difficult to tell a customer she does not make good butter and we merchants do not know how to grade butter."

Here the discussion ended.

MANITOBA MARKETS

Continued from page 63.

WINNIPEG, May 22.—New prices established on the various lines affected by the tariffs are now in vogue, and how extensive these price revisions are can be gauged from partial list shown elsewhere in this issue. Some hope of improvement in the sugar situation is now being held out, and the change for the better in the East will, it is expected be reflected here before long. Rice is holding very firm, with a good demand apparent. It is intimated that the demand for coffee has suffered somewhat owing to new tax imposed, and this condition is being reflected in jobbing purchases through the United States, which are somewhat smaller. Business generally is very fair, though improvement is looked for in another two or three weeks.

Improved Sugar Outlook Anticipated

Winnipeg.

SUGAR.—Since the advance in price of a week ago there has been no change in the sugar market, stocks are still very limited, but refiners are holding out hopes for something better before very long. Conditions in the Eastern markets show a considerably easier position as regards supplies, and it is felt this will be reflected here in another week or two.

Corn Syrup Moving Freely; Scarce

Winnipeg.

SYRUP.—Stocks of corn syrup are said to be short, and the demand from the country continues to be very heavy. Prices have been firmly held and no easier tone anticipated. The molasses situation remains unchanged, prices ruling firm and the demand within narrow channels.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 85
5-lb. tins, 1 doz. case, per case	5 50
10-lb. tins, ½ doz. case, per case	5 25
20-lb. tins, ¼ doz. case, per case	5 25
Barbadoes Molasses—	
In half barrels, per gal	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 63

Currants Arriving; Peels Much Higher

Winnipeg.

DRIED FRUITS.—The situation is quiet at the present moment as the United States Government has restricted sales until June 1 on new crop goods. The tendency therefore is to stop heavy speculation. This restriction applies to practically all dried fruit lines.

EVAPORATED APPLES.—There is no change in the situation, the market being fairly stationary at the low figure reached last week. Jobbers are selling anywhere from 18c to 18½c per pound. These are very low figures, as evaporated apples are costing the jobber 17c to lay down here.

CURRANTS.—A few currants are beginning to arrive here, but supply is very limited indeed. Arrivals are mostly Greeks. Australian currants are too high in price and are not being bought. Anyhow the demand for currants just now is small.

PEELS.—Prices of American peels are out this week, and almost twice the price they were last year, nevertheless, jobbers are buying freely.

Rice Moving Freely; Prices Firm

Winnipeg.

RICE.—Market on rice is very firm, and that higher prices may be named shortly seems well within the realm of possibility. The movement has been very free and jobbers are enjoying a splendid volume of trade.

Extra fancy, Japan, 100-lb. bags		0 10½
Fancy Japan, 100-lb. bags		0 09½
Choice Japan, 100-lb. bags		0 08½
Siam, 100-lb. bags		0 09¼
Tapioca, lb.	0 13½	0 14
Sago, lb.	....	0 11

Better Movement Of Canned Goods Expected

Winnipeg.

CANNED GOODS.—The demand up to the present has been only fair, but with the season opening up before long considerable improvement should take place at an early date. Prices on corn and tomatoes have held firm at advances recorded last week and other lines show no change.

Coffee In Rather Uncertain Position

Winnipeg.

COFFEE.—Business being transmitted is not very heavy, wholesale buyers being afraid to buy from New York as they are not sure of getting licenses; this is keeping them out of the market, as it is necessary for them to purchase 3 or 4 months ahead to be reasonably sure of getting supplies. Furthermore the duty which the government imposed recently has had the effect of cutting down the demand for coffee.

No Further Development Reported In Flour

Winnipeg.

FLOUR AND FEEDS.—There have been no further developments in the flour situation, and so far millers express the view that no hardship has yet resulted from restrictions placed on quantity of grain they can hold for grinding. There is a general feeling towards letting the future take care of itself, though what it may be is admittedly uncertain.

Govt. Standard Flour—		
Cash carload price	....	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 70
Cereals—		
Rolled oats, 80's	4 75	5 00
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98's	....	6 00
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

EGGS have undergone a decline as far as purchasers are concerned during the past week, and even lower levels are being aimed at by the dealers. The Canadian market has been very much higher than the markets in the United States, and dealers have been placed at a distinct disadvantage in regard to storing for export. It is in an endeavor to more nearly equalize the two markets that efforts to bring the prices down are being made.

Butter shows a much easier undertone, though this is not apparent in a reduction in price as yet. However, in another week or two, when full pasture is available, it is expected that prices will show a substantial decline.

Live hogs have opened at a decline of 50c per cwt. for the week, and efforts to still further reduce this will be made. However, it seems hard to keep prices down, though the general feeling is that a substantial decline must result and the tendency is towards a lowering of quotations.

A little better delivery of poultry is reported, and a general lowering of prices of about 1c per pound has been made in some quarters. Spring chickens are offering in small quantities. The demand has eased off after a fairly active week.

Hams Higher; Hogs Still High

Montreal.

PROVISIONS.—"For the next two months at least we do not expect a great deal of improvement in the hog situation." This sums up the position of the market on hogs as expressed by a representative abattoir man this week. There does not seem to be any likelihood of an improved condition for this length of time. Receipts being so small from week to week the prices are naturally high, and an advance has again been made, making live range as high as $22.50 and the price of dressed up to $31 according to the grade and weight.

Hogs, dressed—		
Abattoir killed, small, 65-99 lbs.	29 50	30 00
Do., heavy, 225-275 lbs.	29 00	31 00
Hogs, live	22 00	22 50
Hams—		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
Backs—		
Plain	0 41½	0 42½
Boneless, per lb.	0 44½	0 45½
Bacon—		
Breakfast, per lb.	0 42½	0 43
Roll, per lb.	0 32½	0 33½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27½	0 29½
Long clear bacon, small lots	0 29	0 30
Fat backs, lb.	0 29½	0 28½
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, per lb.	....	0 48
Shoulders, boiled, per lb.	....	0 42
Shoulders, roast, per lb.	....	0 44

Lard Is Firmer With Blocks At 34c

Montreal.

LARD.—The advance of one quarter cent per pound for bricks is the only feature of the week holding any interest in the lard market. It looks very likely hogs will be scarce and high for the next two months at least, and this indicates quite clearly that there can be no cheap lard. The tendencies are that if there is any revision it will be upward. Sales are maintained fairly well from both city and country account.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 34

Shortening Is Firm But Price Unchanged

Montreal.

SHORTENING.—The market is one characterized by a strong undertone. There is a fairly good demand for this from country and city account although nothing beyond normal. With the imports of cottonseed oil maintained fairly there is likely to be ample supply to fill the demand.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	0 28	0 28½

Sales of Margarine Not Quite As Active

Montreal.

MARGARINE.—The situation is held without change of any consequence. It is probable that the price of butter has had something to do with a slightly smaller demand reported from one quarter. Prices are holding without any change although a lower price for butter might have the effect of reducing the margarine price somewhat. Quotations as to quality and package are as follows:

Margarine—			
Prints, acording to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Butter Prices Should Be Easier

Montreal.

BUTTER.—The larger receipts of butter have made the situation somewhat easier for the week and prices below, while unchanged, are characterized by an easier undertone. At some of the country boards during the week there was a weaker feeling and as a matter of fact the prices showed reductions of 1c to 1⅛c per pound. Demand is good and will probably be active for some time. The total receipts for the present season to date in a comparative sense show a decrease of 562 packages over those of last year. It looks as though prices would be more favorable.

Butter—		
Creamery prints (fresh made)	0 45	0 46
Creamery solids (fresh made)	....	0 45
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	....	0 37

Cheese Moving And Prices Held

Montreal.

CHEESE.—The situation is steady and the amount of business reported is about what might be expected. Making of cheese in the country will surely be conducted on an increasing scale now that the factories are pretty well opened up for the season and with grass profuse and good food for cattle available, there will be much cheese turned out. It is very probable that a large amount of exporting will be done soon and that ships will have heavy cargoes ready for them as such shipping is available.

Cheese		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Heavy Egg Demand; Prices Unsettled

Montreal.

EGGS.—Eggs are in heavy demand still, and with the absorption of stock arriving and with a large amount of storage being undertaken there was a maintained price basis for some time. However, now that the weather is warm it is probable that prices will ease somewhat. As pointed out last week there is an easier feeling in the country for lower prices than indicated in the previous reports. For the present prices are held unchanged.

Eggs—		
New-laid	....	0 41
Selects	....	0 44
No. 2	....	0 38

Firmness Features Poultry Market

Montreal.

POULTRY.—There is a good demand for good poultry and the supply is scarcely what is desired. Especially is this the case in the matter of live birds which continue to be scarce. Arrivals are mostly of old birds that are beyond the producing age and some old turkeys. The breeding season being well advanced there will perhaps be a larger supply of available roosters from now on. Prices are fully maintained with advances made in some quarters.

	Live	Dressed
Young ducks	-----	----- 0 32
Turkeys (old toms), lb.	-----	----- 0 38
Turkeys (young)	-----	----- 0 40
Geese	-----	----- 0 30
Old fowls	0 30- 0 35	0 35- 0 36
Chickens (milk-fed)	-----	0 39- 0 40
Roasting chickens	-----	----- 0 37

Large Demand For Fish Expected

Montreal.

FISH.—This week has three fish days, and as a consequence there will probably be a heavy demand for fish. The changes of price have not been as many as usual, and there is a fair demand at the listed quotations given below. Fresh fish from the lakes is to hand in larger supply, but the importer complains that this is held at such prices as to make sales improbable in large quantities. One feature of note is that of the high prices at which haddock is being held, and while some have not made revisions they state that the prices are firming materially. Halibut supply expected from the East was of smaller tonnage than anticipated and prices realized are around 24c-25c per pound.

SMOKED FISH.		
Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15
SALTED AND PICKLED FISH.		
Haddock (per bbl.)	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (Skinless), 100-lb. box	....	12 00
Codfish, 2-lb. blocks (24-lb. case)		**0 17**
Codfish (Skinless), blks. "Ivory" Brd., lb.		**0 15**
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	**0 12**
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	....	0 35
Lobsters (boiled), lb.	....	0 15
Prawns, lb.	....	0 30
Shrimps, lb.	....	0 26
Seallops	....	3 50
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	**10 00**
Malpeque oysters (med.) bbl.	....	**9 00**
Cape Cod shell oysters, bbl.	....	**11 00**
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	10 50
3gal. (wine) cans	....	6 50
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	**9 00**
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	**0 06**
Halibut	18	19
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 14	0 18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	**26**
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	**0 18**	**0 19**
Eels, lb.	....	**0 12**
Doree	0 12½	0 13
FRESH FISH		
Barbotte	0 12	0 14
Haddock	0 08	0 12
Steak cod	0 10	0 11
Market cod	....	0 07
Carp	**0 12**	**0 13**
Dore	0 16	0 18
Lake trout	0 19	0 20
Brook trout	....	0 35
Pike	0 12	0 13
B. C. Salmon	0 30	0 32
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	....	0 24
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	0 22	0 25
Flounders	0 08	0 10
Perch	....	0 09
Bulheads	....	0 13
Whitefish	0 13	0 18
Whitefish (small)	**0 09**	**0 09½**
Eels	....	0 13
Mackerel, lb.	....	0 30
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	**0 24**

Hogs Register 5 Cts. Decline

Toronto.

PROVISIONS.—Live hogs declined 50c to $20.25 per cwt., fed and watered, early in the week, though whether this level will be maintained or not was uncertain at time of going to press. Some quotations of $20.50 were being made, and whereas the general feeling is that prices should go lower, it seems difficult to bring quotations down to stay for any length of time. The run is rather light and expected to remain so for a short period. Dressed meats held very firm during the week, and no change of any great importance has been noted. The demand continues fair and supplies ample for present requirements.

Hams—		
Medium	0 37	0 38
Large, per lb.	0 29	0 32
Backs—		
Plain	0 41	0 48
Boneless, per lb.	0 46	0 50
Bacon—		
Breakfast, per lb.	0 37	0 41
Roll, per lb.	0 34	0 36
Wiltshire (smoked sides), lb.	0 38	0 42½
Dry Salt Meats—		
Long clear bacon, lb.	0 29½	0 31
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 49	0 50
Hams, roast, without dressing, per lb.	0 46	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 48
Barrel Pork—		
Mess pork, 200 lbs.	55 00	58 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	57 00	59 00
Hogs—		
Dressed, 70-100 lbs. weight	28 50	31 00
Live, off cars	....	20 50
Live, fed and watered	....	20 25
Live, f.o.b	....	19 50

Shortening Holds In Firm Position

Toronto.

SHORTENING.—The market has held firm and unchanged during the week, with a very fair demand reported. Retailers show a disposition to purchase only what they will require for immediate sale, which provides for a fair movement. Supplies are ample for present demands and no shortage is expected to develop if allotments come through as required.

Shortening, tierces, 400 lb., lb.	0 26	0 26½

In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Receipts Show Falling Off

Toronto.

LARD.—The receipts of lard show a slight falling off in line with the light run of hogs noticeable during the past week or so, but supplies, however, are ample for present demands. There is no surplus accumulating under present conditions of production and sale, and, whereas in some quarters a future shortage would not be unexpected, others feel that supplies will be available as required. Quotations have held firm during the week.

Lard, pure, tierces, 50 0lbs., lb.	0 30½	0 32

In 60-lb. tubs, ¼-½c higher than tierces: pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Holds In Firm Market

Toronto.

MARGARINE.—Prices on margarine have been firmly held during the week, and a fair volume of trade is being done, though the demand has shown a little slowing up. Supplies are coming through in ample volume.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Shows Signs Of Easing Off

Toronto.

BUTTER.—There is a little easier feeling in respect to butter, and the general tone following a rather erratic week is that lower levels will be reached within the next couple of weeks. Fresh made is still selling at around 45c to 46c per pound. Storage stocks are cleaned up and dairy butter is reported scarce.

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 44	0 47
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Register Decline; May Go Lower

Toronto.

EGGS.—An easier tone is noticeable in respect to eggs, and a considerable decline has been effected during the week, with a slightly lower level expected during the next few days. Dealers have been working at a disadvantage in respect to this commodity, but the new basis being reached will, it is thought, place this branch of the business on a more equitable basis with the markets to the South. Receipts continue heavy and the large consumption remains in evidence. Quotations now range around the following figures:

Eggs—		
New-laids, in cartons	0 41	0 46
Do., loose, doz.	0 40	0 42

Cheese Holds Firm And Unchanged

Toronto.

CHEESE.—The market remains firm and unchanged during the week. Increased production is reported from practically all centres, and shipments of fresh made are reaching the market quite freely. The demand remains about the same.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Slightly Easier; Receipts Improve

Toronto.

POULTRY.—Prices have shown a decline of about 1c per pound during the week, and an improvement in receipts is to be noted. The demand has eased off a little from the brisk movement of last week. Spring chickens are being offered, prices to the trade ranging from 60c to 70c per pound.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Turkeys	0 26- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 25- 0 28	0 25- 0 30
Chickens, Spring	0 40	0 50
Squabs, dozen	....- 4 50	....- ....
Prices quoted to retail trade:		
Hens	0 28	0 37
Chickens, Spring	0 60	0 70
Ducks	0 30	0 34
Turkeys	0 36	0 40

Lake Fish Coming In Larger Quantities

Toronto.

FISH.—A much larger supply of fresh lake fish is reaching the local market, and an improvement in receipts of fresh sea fish is also to be noted. Prices show practically no change, though trout and whitefish are somewhat easier in some quarters. Business is reported good, a splendid consuming demand being in evidence. Prevailing quotations follow:

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Finnan haddies, lb.	0 12½	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Cod., steak, lb.	0 10	0 11
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 08	0 09
Herring, lb.	0 05½	0 06
Plaice, dressed, lb.	....	0 10
Soles, dressed, lb.	....	0 10
Salmon, Red Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	....	0 13
Trout, lb.	0 15	0 16
Whitefish, lb.	0 17	0 18
Ontario Government Fish		
Herring	....	0 08
Pickerel	....	0 11½
Sturgeon	....	0 20
Trout	....	0 11½
Whitefish	....	0 11½

VEGETABLE OILS TO REACH CANADA IN BOND

The War Trade Board of the United States announces that applications for licenses authorizing the exportation to Canada of vegetable oils, imported from the Orient, entering the United States at Pacific coast ports and passing through, in bond, on through export bills of lading, will be favorably considered, provided the shipments have been purchased by Canadian concerns for consumption in Canada and they are routed to pass into Canada at Duluth, Minnesota, or at a border point west thereof.

FIRE SWEEPS STEVESTON, B.C.

Practically Wiping Out the Business Section—Large Canneries Destroyed—Loss Nearly Half a Million

Fire which swept Steveston, B.C., recently, the centre of the fishing industry on the Fraser River, destroyed four big canneries with a pack of 27,300 cases of canned salmon, innumerable fishing boats and gear, together with a large portion of the town of Steveston, and caused a monetary loss of approximately $440 000. Insurance on the canneries will cover their losses rather fully. At least 100 residences occupied by Japanese and Chinese fishermen were laid waste, while the business section of the town has but one building standing.

APPOINTED INSPECTOR

Walter S. Potts, formerly a commission and provision merchant, has been appointed inspector under the food regulations for New Brunswick. Members of the Provincial Food Board who visited Ottawa recently reported on their return that they did not believe that the authorities would insist on the return of broken packages unless the quantity held was unreasonably large. Mr. Potts has indicated that this is the policy which he will follow and that it is the persons who are hoarding excessive stocks and not the householder with part of a barrel of flour on hand that he will look for. So far returns of flour and sugar to the grocers have been practically negligible.

A BUMPER PEANUT CROP

The production of peanuts in the six leading States for this product increased more than 58 per cent. last year, from 35,324,500 bushels to 60,222,000 bushels according to official figures issued by the United States Department of Agriculture. Commenting upon these figures the Department's report says that the increase "proved to be greatly needed, and there is every indication that large increases will be readily absorbed in 1918. The peanut is especially valuable because of the oil it contains, for which the need is great. In the South, especially, soy beans and peanut meal are proving very satisfactory as partial substitutes for wheat. Both soy beans and peanuts are of great value as forage crops."

PUTS BAN ON EXPORT

The Dutch East Indies has prohibited the exportation of tobacco, sugar, pepper, tea, coffee, copra, petroleum, vegetable oils, hides and skins except under license. This is an extension of the previous export license list which included tin, quinine and kapok.

SUGAR FROM GRAPES

The deficiency of sugar in the Turin district of Italy has created an incentive for studying the question of substitutes, and the Italian Government has caused to be manufactured a type of loaf sugar combined with saccharine. The question of obtaining sweetening substances from plants and fruits has naturally been studied by scientists, and a new product called "honey of grapes" has been produced by a special process and patented apparatus by Professor Monti. By means of this process a grape sugar resembling honey is secured through evaporation. It has a great advantage over other sugar substances in that it contains no water and therefore does not change in quality even if kept for a long period.

A GIGANTIC WHEAT CROP PROSPECT

The Chamber of Commerce of the United States through its Committee on Statistics and Standards, estimate a possible yield of 650,000,000 bushels of wheat in the United States, the greatest winter wheat crop since the record-breaking yield of 1915, together with a probable increase of 15 per cent. in the acreage of spring wheat.

ARE YOU GOING OR COMING?

This is a reprint of an advertisement well worth your reading. It appeared in full page space in the Chicago *Tribune*. It was written by Wm. Hart, one of the best known advertising men in the United States. It can be applied equally well to Canada and to Canadian business men.

WHAT is your business going to be after the war—an institution or a memory? Are you grooming yourself for second place—for oblivion—or for leadership? You may have anything you want—but you must decide *now*.

You cannot eat our cake and have it too. You cannot hide your head in the sand until the storm is over and then make the public believe that you are one of the country's big, bold captains of industry.

This country isn't going out of business!

J. Pierpont Morgan, the elder, made his money "by always being a bull on the United States!" No matter what else went up or down, he always played the United States for a rise. Don't you think he would play the game the same way today—and don't you think he would win bigger than ever?

Have you a better system to suggest? Are you playing it? And is it working? And does your pessimism make you happy? Or are you a little more nervous, a little less confident each day? And has your state of mind anything to do with your fitness to hold a big business together and to maintain or increase its momentum?

The country's going ahead just the same — with or without you — but don't you wish, just for your own sake, that you had a little more of that Morgan faith and optimism and the courage they breed?

This war period is the acid test! It's going to spotlight the big men in American business—the creators, the men of imagination, foresight and staying-power — the men who were "always bulls on the United States."

IF your business is built on *publicity*—on the public's knowledge of you and its good-will toward you—are you going to keep that knowledge alive and that good-will active—or not?

Suppose you can't fill your orders now—suppose your facilities are all taken up with war work—or you can't get enough cars to ship in—or the public isn't buying your goods just now—or any one of a thousand things—are you going to invite the public to forget you?

Suppose the war lasts five years and you can't make a dollar during that period and your normal profits are a million dollars a year, is it worth anything to you to keep your good-will active and growing —and to position yourself for a profit of one or two millions a year after the war?

How much is your good-will worth—isn't it easily worth ten times your annual earning capacity? Do you want to forfeit an asset like that just because you can't cash in on it for a year or two, or maybe five? How long has it taken you to build it—and how much has it cost you? Do you want to buy it all over again? Do you think you can buy it any more quickly or cheaply the next time?

And how long do you think it will be good for in these times, when the public has more to think about besides you than it ever had before? The public has a short memory. Are you willing to risk its forgetfulness—even to invite it? Figure it out in dollars and cents. *Can you afford it?*

RETRENCH? Of course! But *retrenchment* does not mean *retreat*. To *conserve* does not mean to *quit*.

Retrenchment means "stripping for action"—that's all; cutting out the impedimenta and getting down to real business. American business must now be ""stripped for action"—but stripping does not mean starving. You have to strip an athlete, but you cannot starve him and make him win. You merely stop feeding him cocktails and candy and give him milk and meat instead!

Continued on page 71

Are you Going or Coming?

Continued from page 70

And conservation means the *development* of resources instead of their *waste*—that's all. When the government started in to conserve the forests it didn't *neglect* them. It hired good *men* and spent good *money* to develop them. That's what conservation means — *development* through proper care and nourishment. You don't believe in *deterioration,* do you? Then you do believe in conservation.

Words like retrenchment and conservation scare some men out of their senses. But the truth is that retrenchment and conservation are the two best things that ever happened to us. It will be worth the huge financial cost of the war to get them permanently into the fabric of American business. Before we're ten years older we'll all thank God that something happened to put these two words into our vocabulary—or we'll be out of business—listed among the casualties of war.

WE DON'T believe that American business men are quitters—that in the face of present conditions they intend to create a *new* tradition of *retreat.* We must learn a new technique of business, a better one, one that's going to give us more and better business. But no real business man ever hesitated before new and difficult problems. These are the things that weed out the unfit and make business better, healthier, sounder for everybody that's left.

That's what is happening right now. A good many businesses are losing ground that it would be easier to hold than it ever will be to regain. Good-will does not stand still—it goes forward or back.

The calmest judges of affairs in the country prophesy a post-war period of prosperity for America such as the world has never seen! And every man who thinks knows that it is true. The figures of after-the-war trade are going to stagger even the optimists. A *world* is to be rebuilt, re-clothed, re-furnished and restocked—entertained, amused and educated all over again. The institutions that build their places in the public good-will *now* are going to do the job—at enormous profit and satisfaction to everybody concerned.

The world's present facilities are totally inadequate to the new job. The only sane course for American business men, therefore, is to build *now* for the future. The real leaders in every industry *must* do it—and *will* do it—because it is the price of leadership.

BUSINESSES that are firmly intrenched in the public *mind* and the public *good-will* when the war ends are going to make fortunes while the others are getting started! Yours will not be one of them unless you lay the foundation *now.*

The best proof that the MacLean publications are performing a real service is found in the fact that each publication is showing a gain in circulation and this in spite of an increase in subscription price due to increased costs.

The MacLean publications are keeping abreast of new conditions, and are enabling their readers, by very practical plans and suggestions to meet successfully the ever changing conditions due to the war.

Here is the list. Every publication is a leader in its field.

One Commercial Newspaper—

The Financial Post	Weekly

Six Trade Newspapers—

Hardware and Metal	Weekly
Canadian Grocer	Weekly
Dry Goods Review	Monthly
Men's Wear Review	Monthly
Bookseller and Stationer	Monthly
Sanitary Engineer	Semi-Monthly

Two Magazines—

MacLean's Magazine	Monthly
Farmers' Magazine	Semi-Monthly

Five Technical Newspapers—

Canadian Machinery	Weekly
Power House	Monthly
Canadian Foundryman	Monthly
Marine Engineering	Monthly
Printer and Publisher	Monthly



The Egg-O Guarantee goes farther than the tin—it goes right into the baking itself.

And whether the housewife uses sweet milk, sour milk, buttermilk or water, the results are always tip-top when she has a supply of Egg-O Baking Powder on hand.

Besides, when in addition to this reliability is added the economy of Egg-O—a smaller quantity is required than of ordinary baking powder—it is no wonder that Egg-O Baking Powder stands high in the estimation of housewives everywhere.

Every good grocer should handle and recommend Egg-O—the baking powder that never disappoints.

Egg-O Baking Powder Co., Limited

HAMILTON, CANADA

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.

Navel Oranges

Nova Scotia and Georgian Bay Brand

Apples

Tomatoes

Get in touch with us to-day

Lemon Bros.
Owen Sound
Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

Feature these lines —they're trade-winners

SET aside part of your Provision Counter these next few weeks to feature some of the following tempting lines of Davies' Smoked and Cooked Sausage. Each variety is different and each has characteristically good qualities which your customers will appreciate.



Davies Quality Thick Bologna

A delicious cold luncheon sausage for slicing, and excellent for sandwiches. It is prepared from choice pork and beef, seasoned with the best condiments, and makes a most tempting product, inviting in appearance and appetizing in taste. Moreover, it has always proved an excellent seller.



Davies Quality Ham Bologna.

Always a popular dish for the summer months. These delicious Bologna Sausages are made from choice pork and beef, filled in beef middle casings, and make a delightful cold luncheon treat. They're fine for sandwiches, too.



Davies Quality Belforts.

Davies Belforts are made from the choicest meats, tastily flavored and perfectly seasoned. They weigh three or four pairs to the pound and retail at a reasonable price.

Everybody likes them. They're in a class all their own—delighting the consumer—bringing profit and trade to the dealer.



Davies Quality Weiners.

We prepare them from choice meat cuts, and the seasoning is just enough to make them tasty. They are fine for "Dutch Lunch" with potato salad, and are very popular as a supper dish. About 10 to 12 sausages make up a pound.

THE WILLIAM DAVIES COMPANY LIMITED

Montreal TORONTO Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

YOU WANT TO WIN THE WAR?

Then save the ice. Ice costs money. Look into
FREEMAN'S Dry Air REFRIGERATOR



Dry Air means better storage. Better storage better meats. Good Meats mean better trade. Better Trade means Bigger Business, Bigger Profits. This is what the merchant of today is looking for. We can help you in this line. ASK FOR A CALL. Buying a cheap refrigerator to save money is like stopping the clock to save time.

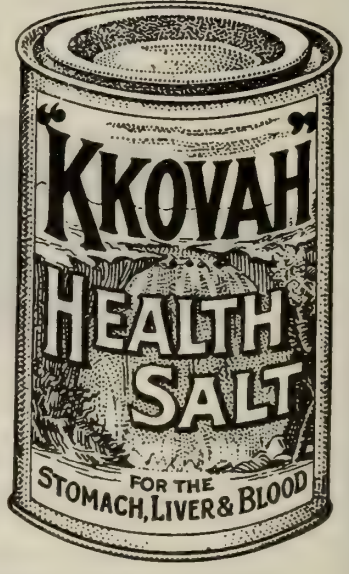
Write for a catalogue, which will contain a full line of different styles for BUTCHERS AND GROCERS.

Manufactured by
The W. A. Freeman Co., Limited
Hamilton, Ont.
TORONTO—114 York Street, near King.
MONTREAL—D. H. H. Neil, 16 Notre Dame St. Uptown 8547.



Quality Must Tell

That is why you should feature the Kkovah lines. They are quality goods and will give satisfaction always. And satisfied customers mean enhanced good-will.



KKOVAH CUSTARD AND **KKOVAH** HEALTH SALT

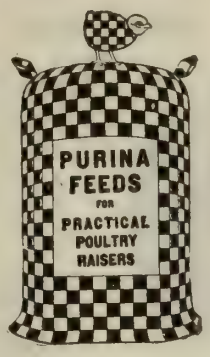
Sole Agents for Canada:

Maclure & Langley, Limited

TORONTO WINNIPEG MONTREAL

If any advertisement interests you, tear it out now and place with letters to be answered.

What is this CHICKEN CHOWDER CLUB?



It's a practical idea, Mr. Merchant, designed to boost production of meat and eggs, and to increase your sales and your profits at the same time.

Will you start a branch of the Club in your own community. We will help you in every way—supply you with Circulars for distribution, Poultry Books for customers, Eye-Catching Posters for your store, etc.

With a number of valuable prizes to stimulate your customers' interest, your sales of Purina Poultry Products will not flag. We want to sell your customers through you, and the profits make the deal very worth while from your point of view.





Let us make the proposition clear. Send a card for full particulars.

The Chisholm Milling Company, Limited
Toronto

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.

Freemans FOOD PRODUCTS Watford

189

KLIM
IN POWDER FORM

Suggest Klim for Picnics

When your customer is buying for her picnic this summer, suggest that she take Klim along. Klim will occupy small space in the picnic hamper, but will loom large when eating time comes. Pure pasteurized, separated milk in powder form. Klim is handy and does away with sloppy milk bottles.
Once your customer has used Klim, make no mistake, she'll be back for more.

Your Wholesaler Can Supply You.

CANADIAN MILK PRODUCTS LIMITED

10-12 St. Patrick St., TORONTO
10 Ste. Sophie Lane, Montreal
Also stocked by: W. H. Escott Co., Ltd., Winnipeg, Regina, Calgary, Edmonton and Kirkland & Rose, Vancouver



This is the slicer for you

This is the meat slicer that thirty years' experience perfected.

This is

The Van Berkel Slicer

—a slicer that's imitated but never equalled.

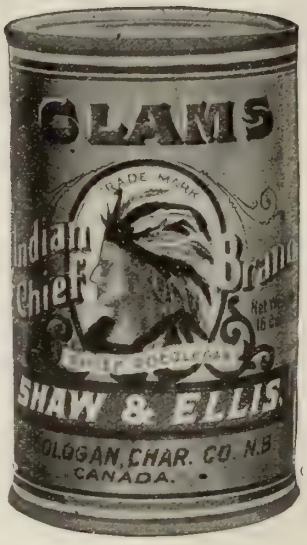
You know you've got the real thing in a meat slicer when you see the name **"Berkel's Improved Patent."**

May we send you particulars?

The Hobart Mfg. Co.
149 Church St.
TORONTO

She'll come back for more

Indian Chief Brand Clams



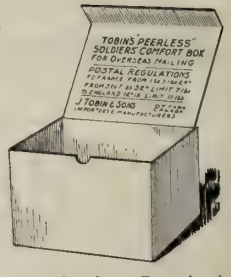
We don't care how particular that hard-to-please customer of yours may be you can meet her ideal of quality and deliciousness by handing her a can of these high grade Clams.

Their quality is supreme. They are put up the very day they are taken from the Clam beds and sealed securely without solder or acid.

Look for steady repeats after a first sale. Show Indian Chief Brand Clams constantly.

SHAW & ELLIS
POCOLOGAN, N. B.

Tobin's "Peerless" Soldiers' Comfort Boxes



FOR OVERSEAS MAILING
7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.

J. TOBIN & SONS (Sons on Active Service)
Ottawa, Canada
"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

Dole Bros. Hops & Malt Co.
BOSTON, MASS., U.S.A.
"SUPERIOR" BRAND HOPS
FOR FAMILY TRADE
They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. - - MONTREAL
DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

Holbrook's

Imported

Worcestershire Sauce

This is a delicious line that will always repay your best selling efforts. Never be without a generous supply of Holbrook's — it's a certain repeater.

We will fill your requirements at pre-war prices.

The following are also quick movers: Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders.

ROSE'S LIME JUICE

The Big Summer Repeater



Its popularity as a temperance beverage has been well established for over half a century.

It leads today. Show it to your customers and recommend it always.



Holbrooks, Ltd.

Toronto and Vancouver



As Food and Dessert

Junket Tablets have a ready sale, both for making food for the little ones and for making delicious desserts for grown-ups. Junket is served plain or with fruit, berries, nuts, etc., and it also makes better, smoother ice cream.

Junket
MADE *with* MILK

Known and used by physicians and nurses everywhere and recommended by them for many years.

Sold in packages of 10 Tablets. Retails at 12c, with a substantial profit.

Advertised in leading Canadian magazines that cover the Dominion.



Chr. Hansen's

Canadian Laboratory

Toronto, Canada



World Dominance for Germany in 25 Years, But—

BUT Germany made the irretrievable error of going to war. Between the Kaiser and World Autocracy there stands to-day the Allied Line—Canadians adding their strength and steel to its unbreakable fibre of magnificent manhood, and most modern war metal. Nevertheless, Sir John Willison, Chairman of the Canadian Industrial Reorganization Association, said in dead earnest to the Toronto Branch of the Canadian Manufacturers' Association, that Germany would have achieved world dominance in 25 years at the rate she was progressing without going to war, because the other countries were not protecting their resources.

Tariff and Industries Essential to Canada

This you can read in THE FINANCIAL POST of May 18th on page 1 under the heading "Prosperity of Canada Demands a Tariff Policy." Here is a powerful contribution to the constructive thought of Canada to-day for war-problems and after-war problems. This is an article worth your closest, most businesslike attention. Get a copy of THE POST and see it. You'll enjoy it. You'll value it. Merely the mention of some of its matter in a circle of keen business men will start conversation worth listening to. Try this. Then you'll realize quickly one of the big benefits of a regular subscription to THE FINANCIAL POST, the Canadian Business Newspaper, that makes business men bigger and more prosperous. Here are some other headlines from THE POST of May 18th:—

How Canadian Exports Help Allied Cause.
Our Investment Relations With the States.
Violation of Contracts by Courts a Menace to Canadian Credit.
Activity of Our Industries Will be Continued.
Eastern Cities Show Decided Improvement.
War Tax Subscriptions by Conscription.
Earlier Closing in Banks Brings Other Changes.
How Bank Managers Analyze Customers' Statements.
Canadian Crop Reports—Alberta Record Coming.
B. C. Legislature and Mortgage Amendments.
Browning "Gun-man" for U.S. Army.
News of Securities.

By no means all the interesting features of business value in this number of THE POST are here given, but enough to indicate to you the scope of THE FINANCIAL POST. THE POST is a paper you'll like. Try sending for a test subscription by filling up this coupon.

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price ($3.00 per year) on receipt of bill, or you may draw on me for this.

Name .....

Address .....

C.G. 5C.

Appetizing Wholesome Customer Pleasing



BRUNSWICK BRAND SEA FOODS

have won the esteem of the Canadian public because of their unvarying excellence.

To-day, when fish as an article of diet is becoming still more popular, no live grocer should neglect to feature such a line of positive quality as Brunswick Brand.

Selling Brunswick Brand will repay you not only in respectable profits but in increased customer satisfaction and better sales.

We append a list of Brunswick Brand favorites. Look it over and see what lines you're short of.

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams



Connors Brothers
Limited
BLACK'S HARBOR, N.B.

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 20
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 25
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Perfection chocolate, 10c size, 2 and 4 doz. in box, per doz.	90

Sweet Chocolate—	Per lb
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 15
Diamond, 6's and 7's, 8 and 12-lb. boxes	0 28
Diamond, ¼'s, 6 and 12-lb boxes	0 28
Icings for Cake—	
Chocolate, white, pink, lemon, orange, maple, almond, cocoanut, cream, in ½lb. packages, 2 and 4 doz. in box, per doz.	1 80

Chocolate Confections—	Per doz
Maple Buds, 5-lb. boxes	$0 39
Milk medallions, 5-lb. boxes.	0 39
Chocolate wafers, No. 1, 5-lb. boxes	0 39
Chocolate wafers, No. 2, 5-lb. boxes	0 35
Nonpareil wafers, No. 1, 5-lb. boxes	0 33
Nonpareil wafers, No. 2, 5-lb. boxes	0 28
Chocolate ginger, 5-lb. boxes	0 42
Milk chocolate wafers, 5-lb. boxes	0 39
Coffee drops, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 39
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Nut milk chocolates ½'s, 6, lb. boxes, lb.	0 39
Nut chocolate squares (20 divisions to cake), packed 2 and 3 cakes to a box, per cake	0 7c
Almond nut bars, 24 bars, per box	0 95

If any advertisement interests you, tear it out now and place with letters to be answered.

Necessary to Consult Directory



The wrong telephone number is likely to be given if you depend on your memory or on old telephone lists.

The few seconds spent in making sure of the number by consulting the directory will often save you annoyance and delay.

"Directory First is a Good Motto"

The Bell Telephone Co. of Canada

"Good Service . . . our true intent."





See how it sells

Barnes Pure Concord Grape Juice is popular. Its delicious wholesomeness has an effective appeal to every lover of a high-class beverage.

Show your stock prominently.

The Ontario Grape Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO



Pack Eggs Now for Winter Use

Preserving Eggs for Home Use

(Taken from Government Recipe)

KIND OF EGGS.—Fresh and clean. Do not use eggs that float. When eggs are slightly soiled, remove such stains with cloth dampened with vinegar. Do not pack dirty eggs under any circumstances.

WATER GLASS METHOD.—1 quart Sodium Silicate (Water Glass) and 9 quarts water that has been boiled and cooled. Place mixture in 5-gallon crock or jar. This is sufficient to preserve 15 dozen eggs. Larger amounts in proportion. Jars should be thoroughly clean and scalded. Allow 2 inches of solution to cover eggs. Place jar containing eggs in a cool, dry place. Jars should be well covered to prevent evaporation. Waxed paper covering and tied around top will answer. It is not advisable to use Water Glass Solution the second time.

Show these crocks to your customers, just the thing for packing eggs. Should be a big seller right now. Write for folder showing complete line and prices.

The Toronto Pottery Co.

LIMITED

617-618 Dominion Bank Bldg.
King and Yonge, Toronto

Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.
A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company

143-153 University Ave. - Toronto

Extra Fancy Winesap Apples

CALIFORNIA LATE VALENCIA ORANGES—Best Brands.

California and Messina LEMONS

BANANAS

Strawberries, Pineapples

FLORIDA TOMATOES

Finest stock obtainable.

NEW CABBAGE

Carrots, Beets, Beans, Green Peas

Arriving at much lower prices.

TEXAS BERMUDA ONIONS

Well Cured, Dry Stock. Fine Quality.

New Maple Syrup and Sugar

Peanuts Candies Gum

FIGS and DATES

If it is to be had, we have it.
Send us your orders for prompt service.

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

NOW

ARRIVING FREELY

Fancy Quality
and in Prime Condition

Strawberries

Full quart boxes, 24 to case.

Pine Apples Oranges

NEW

Cabbage, Potatoes, Wax and Green Beans, Carrots, Beets and Tomatoes.

HUGH WALKER & SON

Established 1861 Guelph, Ontario

JELL-O

GENESEE PURE FOOD CO.

Assorted case, contains 2 doz., per doz.	$1 15
Lemon, 2 dozen, per doz.	1 15
Orange, 2 dozen, per doz.	1 15
Raspberry, 2 dozen, per doz.	1 15
Strawberry, 2 dozen, per doz.	1 15
Chocolate, 2 dozen, per doz.	1 15
Cherry, 2 dozen, per doz.	1 15
Vanilla, 2 dozen, per doz.	1 15

Weight: 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 doz., per doz.	$1 17½
Chocolate, 2 doz., per doz.	1 17½
Vanilla, 2 doz., per doz.	1 17½
Strawberry, 2 doz., per doz.	1 17½
Lemon, 2 doz., per doz.	1 17½
Unflavored, 2 doz., per doz.	1 17½

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Boxes	Cents
Laundry Starches—	
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
20 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11½
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13
100 lbs., kegs, Silver Gloss, large crystals	.11
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11½
40 lbs. Canada Pure Corn	10½
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.15

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches—	
Canada Laundry	$0 09½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry—	
3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss—	
1-lb. fancy carton cases, 30 lbs.	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Challenge Prepared Corn—	
1-lb. pkts., boxes of 40 lbs.	0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup	
2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	8 00
½ barrels, per 100 lbs.	8 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

	Doz.
Robinson's Patent Barley—	
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Tonev Red and Dark Brown	.90
Card Outfits, Black and Tan	3.30
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

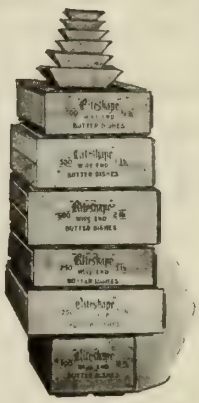
IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH

Black Watch, 9s, lb.	$1 08
Bobs, 11s	0 92
Currency, 11s	0 90
Stag Bar, 8s, boxes 5 lbs.	0 96
Pay Roll, thick bars, 9s	1 10
Pay Roll, plug, 9s and 6-lb. caddies	1 10
Shamrock, 8s, ½ cads., 12 lbs., ¼ cads., 6 lbs.	0 96
Great West Pouches, 8s, 3-lb. boxes, ½ and 1-lb. lunch boxes	1 00
Forest and Stream, tins, 10s, 2-lb. cartons	1 20
Forest and Stream, ¼s, ½s, and 1-lb. tins	1 20
Forest and Stream, 1-lb. glass humidors	1 50
Master Workman, 8s, 2-lb. cartons	1 00
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	1 10
Derby 8s, 4-lb. boxes	0 95
Old Virginia, 12s	1 50
Old Kentucky (bars), 7s, boxes, 7 lbs.	1 10



The Economical Way

"Riteshape"



A word about food waste—

An unsuitable container can waste food in a variety of ways.

It can absorb juices and oils of food.

It can cause the food to adhere to its surfaces and prevent removal of all the contents.

It can break down and permit contamination of the food it carries.

It can be so expensive as to excessively increase the cost of food dispensed in it.

All these conditions are equally met by the "**Riteshape**"

It won't absorb and waste the food.

Every particle of the food can be removed without scraping off particles of the dish.

It is strong and durable, amply protecting its contents.

It has definite uses and values in the home after the food is removed from it.

Its cost is low. Its value high.

Get "**Riteshapes**" from most Canadian jobbers, or



Victoria Paper & Twine Company LIMITED

TORONTO **MONTREAL**

THE OVAL WOOD DISH COMPANY
Manufacturers
Delta, Ohio, U.S.A.

If any advertisement interests you, tear it out now and place with letters to be answered.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR & CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

Cuban Pineapples

You no doubt have had enquiries from your customers for these, in fact taken their order to be delivered when prices were right. This being the case, we would suggest to you that this coming week would be a good time to get your supply. Our Diamond D. or Monogram brand will not only satisfy, but please your most particular customer. Get our prices before ordering your supply.

Full line of all other fruits always on hand.

McBRIDE BROS.

35 Church Street, Toronto, Ontario

PROF. JOHN M. SMITH of Grinnell College

Writes from the trenches:

"From my shelter, I might say from the Rats' Club, but I do not want to put on airs, I am very happy despite the rats, the rain, the mud, the draughts, the roar of the cannon, and the scream of the shells, 'like the last wail of lost souls.'

"My underground dwelling lacks light and above all a stove. I sleep on a stretcher hung from the ceiling over which runs a road whereon all night long troops march, munition trains, and great guns roll, creaking and grinding over the stones of the way. Nevertheless, I sleep very well, provided a stretcher bearer does not call me because some poor 'poilu' must be taken to the hospital, or the rats do not grow too noisy.

"It takes only a minute to light my little oil heater and make some G. Washington's Coffee. If I knew the name and address of the good man who invented the coffee I should write him a letter of thanks and another to Mr. Campbell who makes the soups. Every night I offer up a special petition to the health and well being of both, thanks to whom I go to sleep warm and comfortable."

Many others write "G. Washington's' Refined Coffee is worth its weight in gold."

G. Washington's Refined, Soluble Coffee, adds to the comfort and relieves the fatigue of the men in the trenches. Please feature it to those having relatives and friends in the service.

Write

Edmund Littler

169 William Street, Montreal, Quebec

for particulars and advertising matter.



Here's MONEY for YOU

A Nugget Broom will appeal to a woman the minute she takes it in her hand. She appreciates that lightness so rare in a good quality broom. There's a genuine opportunity for you to make money on

"NUGGET" BROOMS

"Nugget" Brooms will bring big business to you, satisfied customers, moderate prices, good profits and quick turnovers.

Write for prices and particulars on Nugget Brooms to

Stevens-Hepner Co.,

LIMITED

Port Elgin, Ont.

Also makers of the famous Keystone line.

If any advertisement interests you, tear it out now and place with letters to be answered.

Abundance of Seasonable Goods arriving daily

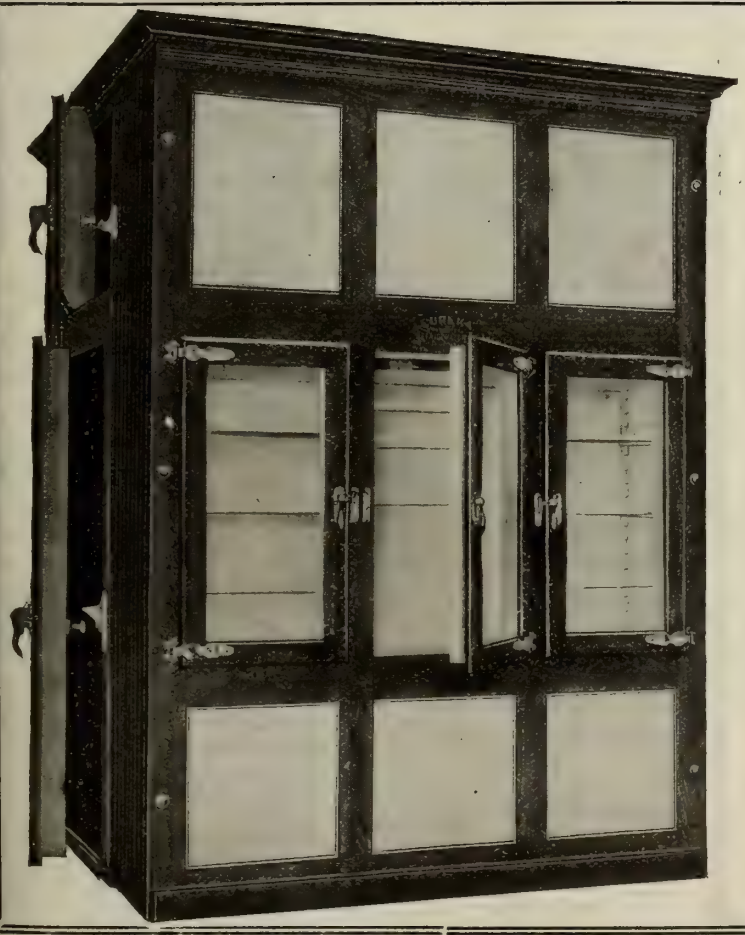
Strawberries **Cucumbers**
Pineapples **Cocoanuts**
Bananas **Cabbage**
Asparagus **Tomatoes**
Seedless **Valencias**
Grapefruit **Oranges**
Fancy Boxed Apples **Lemons**

Regular supply of bananas arriving and selling by the pound

WHITE & COMPANY, LIMITED

Importers from the Principal Southern Markets

Branch at Hamilton **TORONTO**



Let this be your
(Perishable)
Food Controller

The proper preservation of your perishable food supplies is a subject worthy your most serious consideration. After 30 years' practical experience we can safely assert that the

Eureka

to-day represents the very utmost in Scientific Refrigeration.
The Eureka Patented Refrigerator is so constructed that it keeps Fresh Meat (in an unfrozen state) longer and purer than any other refrigerating device yet discovered.
Our catalog will describe each model in detail. We have one that would just suit you.

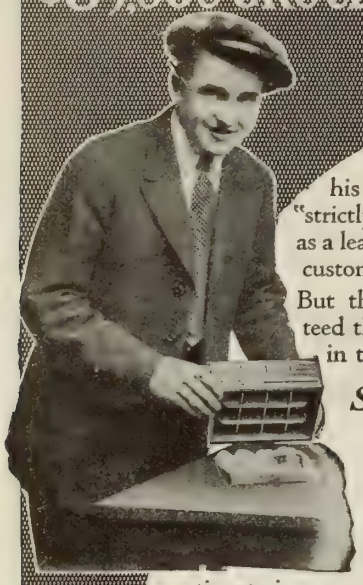
Write us. No obligation at all.

Eureka Refrigerator Co., Ltd.
11 Colborne Street, - TORONTO
Phone Main 556

Branches: Jas. Rutledge, 2608 Waverly St., Montreal; J. H. Galloway, 194 Main St. E., Hamilton; Geo. Bonnycastle, Winnipeg; Walter Woods & Co., Winnipeg, Man.

If any advertisement interests you, tear it out now and place with letters to be answered.

Harris Built Up An $85,000 GROCERY BUSINESS On Eggs-



How? Simple enough. He established a reputation in his town for handling nothing but "strictly fresh" graded eggs, used them as a leader and drew hundreds of new customers into his store.

But that wasn't all. He guaranteed the safe arrival of all egg orders in the home by delivering them in

Star Egg Carriers and Trays

We could tell you of hundreds of similar instances — better still, we can show you how you yourself can accomplish a proportionate increase in your own business.

Write us to-day for copy of our booklet No. 210. It will give you some pointers on egg handling which you, no doubt, have never even thought of.

STAR EGG CARRIER & TRAY MFG. CO.
1620 *Jay Street* *ROCHESTER, N. Y.*

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.
Principal Factory, Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale Co
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

I OFFER A ($1,300.00) STORE AND DWELLING combined, located in Lambton County, at a good country point. Natural gas, Hydro, and city water are available. Will take ($500.00). I am not in the real estate business. Apply quickly to Wm. Culbert, Wyoming, Ont.

ONE OF BEST KNOWN CONCERNS IN U.S., manufacturing large line of store equipment, long established and with thousands of customers, requires general sales representative in this section. A thoroughly high-class proposition in which the compensation is ample for capable man. In answering, state age and business connections for past ten years. Also financial standing. Address, Box 306, Canadian Grocer, Toronto, Ont.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

WANTED—A LINE OF FANCY BISCUITS and candy to handle on commission; bank reference. Traveller, P.O. Box 436, Sydney, C.B.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

WANTED — AN EXPERIENCED MAN FOR first-class grocery. Apply, stating salary required, to H. M. Wanamaker, Lindsay.

WANTED — EXPERIENCED SALESMAN TO work in large general store in one of most prosperous country sections in Nova Scotia. Apply, stating age and experience, with references, to Box 304, Canadian Grocer.

FIXTURES FOR SALE

EVERY MERCHANT WHO SEEKS MAXIMUM efficiency should ask himself whether a Gipe-Hazard Cash Carrier, as a time and labor saver, is not worth more than the high-priced labor which it liberates. Are you willing to learn more about our carriers? If so, send for our new catalogue J. Gipe-Hazard Store Service Co., Limited, 113 Sumach St., Toronto.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list; and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¼-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

Say the Word—

and we'll get your money for you

You are losing money every day on those bad accounts scattered through your books.

Let us get this money for you. We have the necessary qualifications that guarantee quick results. We collect everywhere.

Full particulars and sample of our special form on request.

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.
Established 1909.

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.



TANGLEFOOT



The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

The Best Asset of a Grocery Business is Satisfied Customers

Baker's Cocoa and Chocolate



Registered Trade-Mark

Preparations are reliable, always of uniformly high quality, easily sold, in constant demand; the standards of the trade.

ALWAYS SATISFACTORY

Made in Canada by
Walter Baker & Co., Limited
Established 1780
Montreal, Can. Dorchester, Mass.

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Protect PAPER Baler

Strongest, simplest, most efficient and easiest to operate — Full particulars from SPIELMANN AGENCIES RGD 45 St. Alexander St., Montreal

WRITE TO-DAY



PAPER BALERS

All-Steel "Fireproof"

Made in 12 sizes.

Send for catalog.

Climax Baler Co.
Hamilton Ontario

15 cents VOLPEEK

MENDS POTS & PANS



Tell your customers how easily they can repair leaky kitchen utensils with VOL-PEEK. They require no tools. VOL-PEEK can be applied with the fingers and the mended article will be ready for use as good as new—in two minutes or less.

VOL-PEEK is wanted in every home. Show it in your store and get a share of the demand. Put up in attractive display stands. Order from us direct or ask your wholesaler.

H. NAGLE & CO., Box 2024, Montreal

KING GEORGE'S NAVY

CHEWING TOBACCO

Never fails to bring him back again

When you sell a man a "plug" of King George's Navy you can depend upon selling him lots more. Its "texture" and goodness will win his approval and make him a King George user in preference to any other.

Get in touch with your wholesaler to send you a supply to-day. Show a portion of it in your show case. It will sell and profit you well.



Rock City Tobacco Co., Ltd.

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper

Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.

Hamilton & Winnipeg

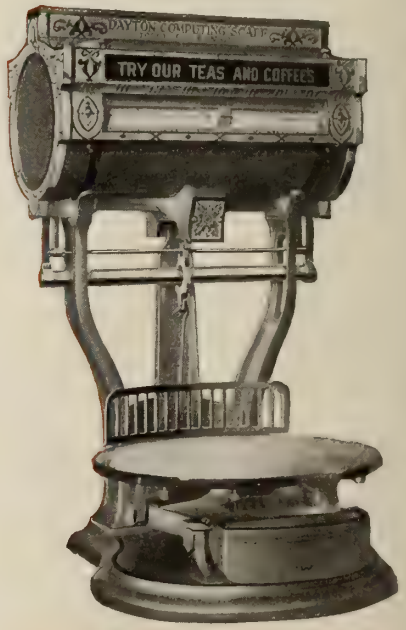
DAYTON

Automatic Scale



The only way to absolutely stop overweight is to make overweight, and the value of it, instantly visible. The Grocer who neglects to apply this "Dayton" principle to his business is injuring himself and his family. They pay for the overweight if the customer doesn't.

There never was an excuse for slipshod, guess-work methods in weighing goods and computing their value. Certainly there is none now, in war-time, when the grocer's stock is about 100% more valuable, and the work of store-keeping is nearly doubled. With the "green" help he must often now employ he should use a Dayton Scale to abolish, absolutely, any guess-work about the value or weight of the goods he sells.



The Dayton Automatic Scale
"It stands for the Square Deal"

Our latest Dayton Scale folders are very interesting. Let us send them to you.

Dayton Computing Scales

Royce and Campbell Avenues, Toronto, Ont.

The International Business Machines Company, Limited, Toronto. Frank E. Mutton, Vice-President and General Manager. Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, MAY 31st, 1918 No. 22

It Pays to Please

Push **WHITE STAR** Yeast

and please your customers.

Per box **$1.25** of 3 doz. pkts.

Less 3%



KING GEORGE'S NAVY

CHEWING TOBACCO

The demand is there. Why not meet it?

Good grocers everywhere are finding it good business to stock and suggest the delightful Canadian chew — King George's Navy.

Men who buy it once come back for more, and the profit margin is indeed worth while.

Your wholesaler handles King George's Navy.



Rock City Tobacco Co., Ltd.

PROHIBITION

BY THE BRITISH GOVERNMENT

of the EXPORT of any manufactures containing LEAD, or the USE of LEAD in any manufactures other than

MUNITIONS OF WAR

This regulation precludes our manufacturing (for the present)

BOTTLE CAPS

in the usual metal, but we have decided to continue making all classes hitherto supplied to our customers in a more costly metal on which no embargo exists. Same sizes, same colors, same stampings as hitherto. Shipment 2 to 3 months from receipt of instructions. If interested in maintaining finished appearance of your packages, safeguarding your trade-marks—minimizing risk of fraudulent imitation of your goods—CABLE US AT ONCE the word "GREETING" over your name and we will then quote you prices in the New Metal.

BETTS & COMPANY, LIMITED

1 Wharf Road - - - - LONDON, N., Eng.

Cable Address: CHECKMATE, LONDON

BORDEN'S



Push *Borden's* Now
and "ring in" on the Summer demand



WARM Summer days enhance the well-established popularity of Borden Milk Products.

Their splendid convenience, coupled with their unimpeachable quality—the famous Borden quality—have placed them first in favor with Campers, Picnickers, Summer Cottagers and the many other Summer outing folks.

Grocers should keep their Borden stocks well to the front during the warm weather weeks.

Lively selling will result and—well you know the splendid margin on Borden sales.

If your stock is not complete, ring up your wholesaler. Here are the sellers:—



Borden's

Eagle Brand Condensed Milk.

St. Charles Evaporated Milk.

Reindeer Condensed Milk.

Reindeer Coffee and

Reindeer Cocoa.



Borden Milk Co. Limited

"Leaders of Quality"
Montreal

Branch Office:
No. 2 Arcade Bldg., Vancouver

Save Sugar and Ships

By using more Brown Sugar and less Granulated you will release much extra tonnage in ships for the use of the Allies for carrying men and supplies overseas. This will be a patriotic duty and help win the war.

Royal Acadia Sugars—Highest Purity.

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

The Acadia Sugar Refining Co.

Limited

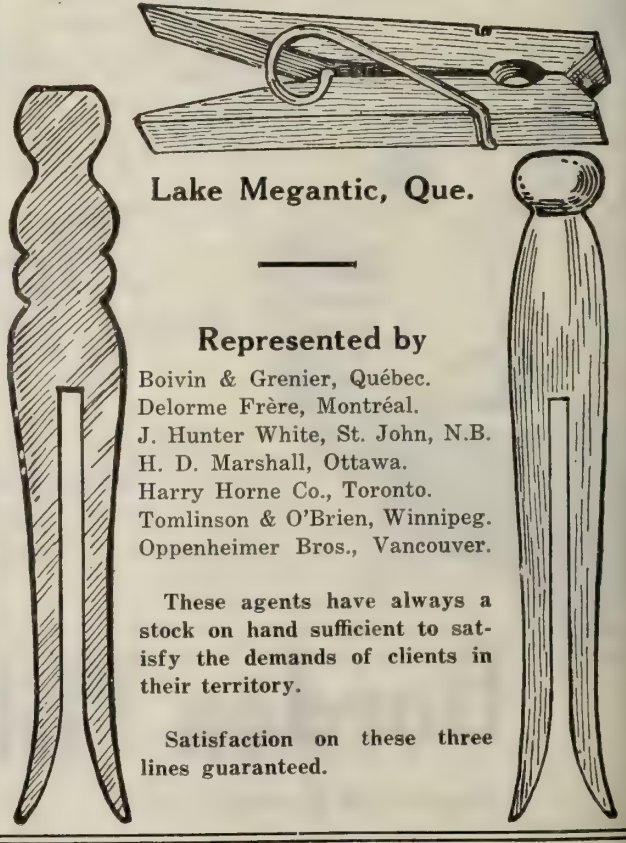
HALIFAX, CANADA

ADVERTISING to be successful does not necessarily have to produce a basketful of inquiries every day.

The best advertising is the kind that leaves an indelible, ineffaceable impression of the goods advertised on the minds of the greatest possible number of probable buyers, present and future.

The Megantic Broom Mfg., Co., Ltd.

Manufacturers of Brooms and Clothes Pins



Lake Megantic, Que.

Represented by

Boivin & Grenier, Québec.
Delorme Frère, Montréal.
J. Hunter White, St. John, N.B.
H. D. Marshall, Ottawa.
Harry Horne Co., Toronto.
Tomlinson & O'Brien, Winnipeg.
Oppenheimer Bros., Vancouver.

These agents have always a stock on hand sufficient to satisfy the demands of clients in their territory.

Satisfaction on these three lines guaranteed.

CLARK'S





TWO READY SELLERS

Well advertised and with an unrivalled reputation for

QUALITY

Economical for your customer.

Profitable for you.

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

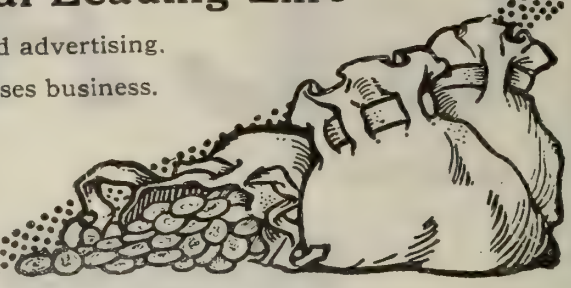
H.P. SAUCE

The Ideal Leading Line

H.P. is selling freely by sheer merit and good advertising.

H.P. Sauce makes business—keeps business—increases business.

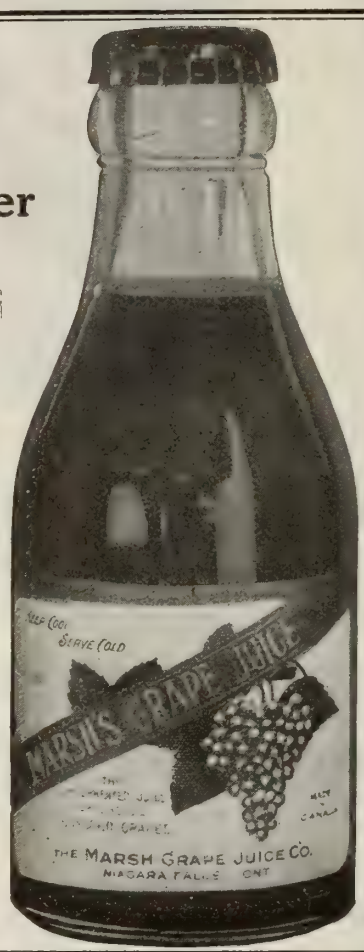
W. G. Patrick & Co., Ltd., Toronto, Montreal, etc.
R. B. Seeton & Co., Halifax, N.S.
The Midland Vinegar Co., Ltd., Birmingham, Eng.



Approved by dealer and customer

Marsh's Grape Juice pleases the dealer with lively selling and the customer with its delicious Concord Flavor.

Freight prepaid on 5-case lots or more.



The Marsh Grape Juice Company
Niagara Falls, Ontario

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.

Cobban's Herb Tablets

THE GREAT CURATIVE HERB TABLETS

A Superior Laxative and System Renovator
Direct from Nature's Dispensary



A PURE HERB TABLET

for correcting all abnormal conditions of the Blood, Stomach, Liver and Kidneys.

No. 3299

Trade Mark

The Proprietary or Patent Medicine Act

A Good Profit and a Satisfied Customer

Those two things about represent what any dealer wants in every sale he makes.

COBBAN'S Herb Tablets yield you a liberal margin, and certainly do satisfy the purchaser. That is why they are always good for repeat orders.

COBBAN'S HERB TABLETS

are the ever-popular herb remedy in the modern, easy-to-take form of tablets. They are **guaranteed** to fulfil every claim.

Order a box of one dozen cartons from your wholesaler or direct from us. The advertising campaign we are running is bringing enquiries that live dealers are turning into sales.

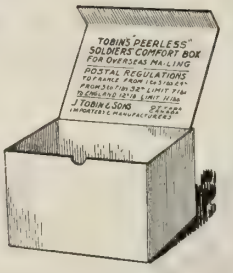
Muncey Supply Company

Muncey - - Ontario

Maclure & Langley, Toronto, Distributors for Ontario.
Watson & Truesdale, 120 Lombard St., Winnipeg,
Distributors for Canadian North-West.
Robert Gillespie Co., Vancouver,
Distributors for British Columbia and Alberta.

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING
7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)
Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

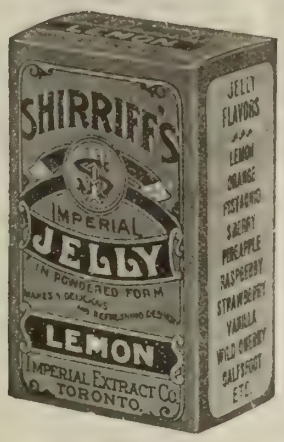
World's Standard For Nearly One Hundred Years

AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

"On again! Off again! Fine! Again!"



On your shelves, off again—that is the way with these Shirriff ready-sellers. For they make desserts which combine delicious flavor, attractive appearance and economy of both time and money for the busy housewife.

Shirriff's *Jelly Powders*

afford a complete line of fruit flavors, including lemon, orange, pineapple, strawberry, raspberry, etc.

Start with a case or two now and remind your customers what splendid desserts Shirriff's make—they won't linger on your shelves. We supply handsome window material to hasten turnovers. Write to-day.

Imperial Extract Company, Toronto

WETHEY'S

Orange Marmalade

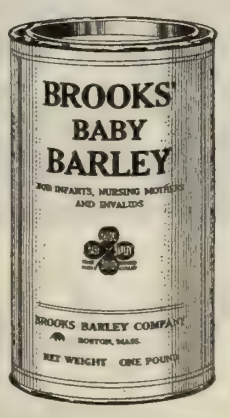
excels all others

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

Three Sizes

½	lb.,	per	doz.	-	$ 2.30
1	"	"	"	-	3.80
3½	"	"	"	-	11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited
TORONTO

Made by BROOKS BARLEY CO., Boston, Mass.

If any advertisement interests you, tear it out now and place with letters to be answered.

Now for regular Summer displays of

MINTEES

and

KRACKLEY NUT



After Eating – After Smoking

Everybody likes MINTEES and KRACKLEY NUT

THESE delicious confections have a particular appeal to all manner of summer folk. To campers, Picnickers, Week-end Trippers; to each and every holiday maker *MINTEES* and *KRACKLEY NUT* are simply necessities.

You know MINTEES — the delightful little five-cent line that comes to you in boxes of twenty-five neatly wrapped rolls. Put up in attractive looking counter displays that pulls immediate attention and keeps the small change rolling in every day and all day.

And Krackley-Nut—always a big seller wherever introduced. Big, generous-sized boxes strikingly labeled in red and green. Just the kind that makes effective displays easy. And Krackley-Nut goodness assures regular repeats.

Feature Mintees and Krackley-Nut strong during the holiday season. Be sure your stock is ample enough.

ORDER FROM YOUR JOBBER



O-Pee-Chee Gum Co.

Limited

LONDON CANADA

Guaranteed

equal to Cream of Tartar for all Baking Purposes.



Leading Jobbers Sell Tartarine.

Litster Pure Food Co.
Limited
TORONTO



A 10c. Can for 5c. and premiums for Trade Marks

That is the selling proposition you get in Babbitt's Cleanser.

The Housewife knows Babbitt's. It only needs a little selling effort on your part to keep your stock moving briskly.

Babbitt's Cleanser is always reliable. That's the reason it repeats.

Wm. H. Dunn Limited, Montreal
General Representatives for Canada
DUNN-HORTOP, LIMITED, TORONTO
Special Agents

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

Mr. George Washington of New York Says

that he has turned the entire output of the G. Washington Refined, Soluble Coffee, over to the Government for the Soldiers in the front line trenches Overseas.

He hopes shortly to be able to again supply the trade; in the meantime you and your customers' indulgence is asked.

Some of the Jobbers still have stock.

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.) HAMILTON

We are Hamilton Agents for DIAMOND CRYSTAL SALT

"The Salt That's All Salt"

Big shipment just to hand. Send us your order for quality goods.

BRISTOL, SOMERVILLE & CO.



PROFITS and REPEATS

are characteristic of Barnes' Pure Concord Grape Juice. Good dealers know this and keep their stock constantly displayed. Are you getting your share?

The Ontario Grape Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO



Today - Tomorrow - Everyday

Get Wonderful Soap displayed in your store and watch how well it will sell and the good profits it will give you.

The demand for Wonderful Soap is evident always. To-day, To-morrow, Every day of the year, you'll find this popular cleanser worth showing.

Include Crystal Soap Chips in your order.

Guelph Soap Co.

Guelph, Ont.

We have a quality record to live up to in every jar of jam we produce.

The Furnivall reputation has been built upon the lasting foundation of better quality.

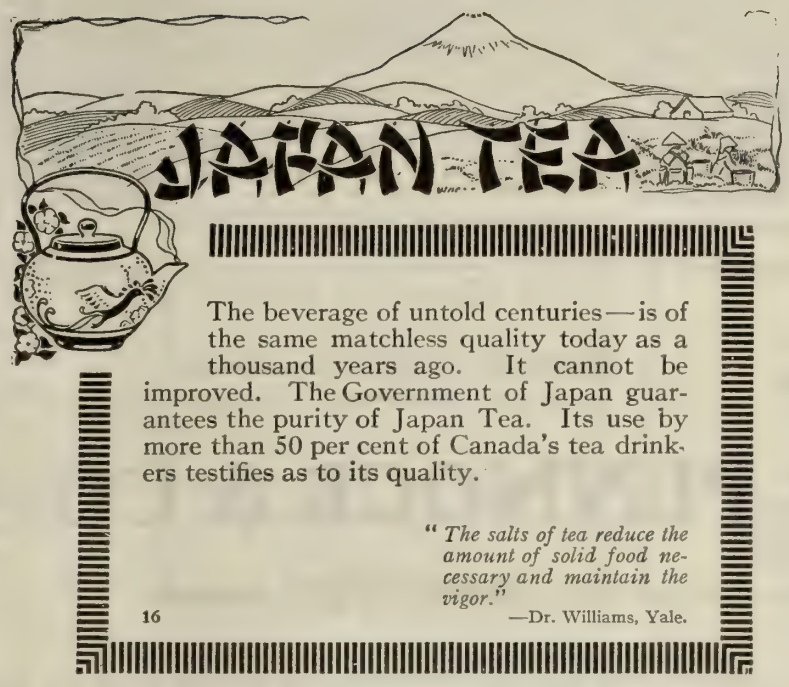
There we mean to keep it if care and skill coupled with the most up-to-date equipment can do it. You can always boost Furnivall's.

FURNIVALL-NEW, Limited

Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.



One of our consumer ads

We create the demand for Japan Tea —its own good quality maintains that demand.

No amount of consumer publicity, however attractive, could continue to increase the demand for Japan Tea if the quality wasn't all that the customer requires.

Get your share of the demand for Japan Tea by suggesting it to the Housewife. She is constantly reading about it in our consumer ads, and a suggestion from you will start sales going.

Japan Tea is a money-maker.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE **DISTRIBUTING** **FORWARDING**

When answering Advertisements please mention Canadian Grocer

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specializing in Shelled Peanuts"
Large stock always on hand.

VANCOUVER, B.C.

We will push your product in the West

Get the very best results from this prosperous field by letting us represent your interests right on the spot.

Twelve aggressive men (nine doing retail work exclusively) guarantee you rapid results.

Full particulars without any obligation from

Scott-Bathgate Company, Ltd.

Wholesale Grocery Brokers and Manufacturers' Agents

149 Notre Dame Ave. E., Winnipeg



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WHOLESALE
GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.
Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Winnipeg Warehousing Co.
Winnipeg
Prompt and Efficient
SERVICE
Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.
WAREHOUSING
DISTRIBUTING
STORAGE

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents.
Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.
120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

Warehouse Space To Rent

We have to rent in our Calgary warehouse two floors 50 x 110, and two floors in our Edmonton warehouse 50 x 120. These warehouses are located in the centre of the wholesale district, are of finest mill construction, and are equipped with two elevators. Lowest rate of insurance and good loading and trackage facilities. If you require warehouse space in Calgary or Edmonton, write our offices at these points.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

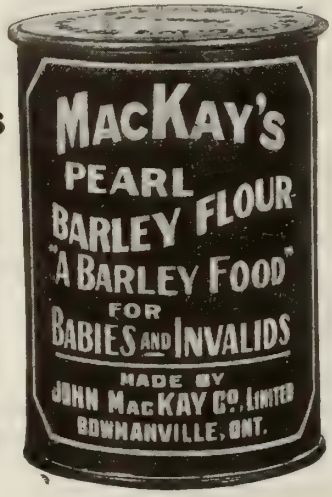
Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

This Space is Yours For $2.50 On Yearly Order

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

Just try how MacKay's will sell



IT'S THE REAL MACKAY

You can strongly recommend this delicious, wholesome Canadian-made Barley Food.

MACKAY'S PEARL BARLEY FLOUR is without any peer whatever. Gives soups and gravies a delightful flavor. Just the right food for infants and invalids.

A strong consumer publicity campaign is helping dealers to keep their sales of MacKay's going.

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.



Show her how to save the eggs

Get your customers acquainted with the great economy of

CANADIAN EGG & BAKING POWDER

—a thoroughly dependable substitute for eggs in cake and pastry making.

First class results are always assured where Canadian Egg and Baking Powder is used.

Once the housewife recognizes how good and reliable this Egg and Baking Powder substitute is your stocks will quickly diminish.

AGENTS

Robt. Gillespie Co., Winnipeg and Vancouver.

Johnston Brokerage & Drayage Co., Sherbrooke, Que.

The ECONOMICAL MILL
817 Laurier Ave., Montreal

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.

JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

Oats—Peas—Beans—Etc.
Handled in any quantities to best advantage by
J. R. GENEST
Wholesale Grain, Flour, Feed and Provision Merchant
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!

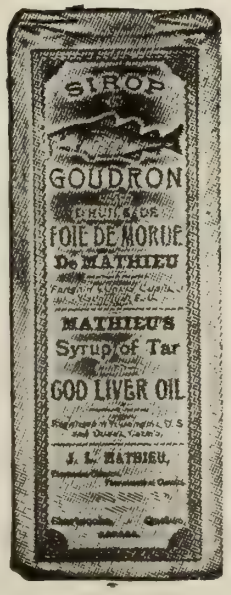


A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

Recommend these profit makers

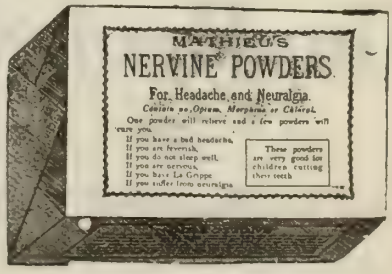
You can do so confident that the excellent good qualities of

Mathieu's Nervine Powders and Syrup of Tar



will give your customers that satisfaction which means repeat sales and good profits. The Mathieu lines are dependable remedies. Their reputation will be a big factor in netting you good sales and securing you more customer satisfaction.

J. L. MATHIEU
COMPANY
Sherbrooke Quebec



John Wanamaker's Dominance

JOHN WANAMAKER surpassed the merchants of the days of his beginning because he had an idea that they didn't have: namely, to multiply sales and customers. John Wanamaker has possessed this identical idea ever since, and it has made him the prince of merchants.

Smaller men among manufacturers and retailers lack this idea: they devote more thought and effort to buying right and running their business trimly. But they are not master merchants.

Now great success cannot come to any firm or any man apart from the Wanamaker idea—which is to multiply sales and customers. Given this idea, and pursue it ardently always, and fortunes and dominance are secured.

The winning and holding of customers and the enlargement of sales call for the employment of advertising. The printed solicitation gets to buyers that flesh-and-blood salesmen cannot get to, and gets to them at right times, and wears down resistance. Printed solicitations produce friendliness, and accelerate the traveller's sales efforts when he calls. Printed solicitations lower the cost of selling. The flesh-and-blood man cannot call on men for much less than $2 a call. The printed solicitation can make calls for as low as a cent a call.

A cent a call! For this very small sum a seller can have access to a very complete list of buyers—the best of them as well as the most of them. A seller can get to this fine company of buyers no matter where they may be—in large cities, in crossroad villages, in off-the-main-line towns. He can get to foreign prospects—in Newfoundland, British West Indies, in South America. A seller can have access to a class of men who have formed the habit of reading advertisements as a necessary part of their day's work; and reading in particular the advertisements which are carried in their specialized business newspaper which they subscribe to, paying cash in advance therefor, and which they rely on for complete news relating to their business, including the news of advertisers—their proposals or statements about their goods.

All this for a cent a call!

Are you a director or official, with a voice in the selling policies of your house? And are you discouraging the use of advertising when advertising proposals come up for consideration? Think of John Wanamaker, Timothy Eaton, Marshall Field, Gordon Selfridge, Sears-Roebuck, Butler Bros., and a score of other firms making a great success. Think of the firms in Canada who have built up tremendous demand for their trade-marked, standardized and advertised product. And analyze the reasons for their great success. You will perhaps then have a new view concerning the function and value of advertising as a sales force or agent.

Then consider the cheapness of advertising to the retailer. You will get help from the table following:

	Cost per page (minimum)	Cost per year for page space	Cost per call
Dry Goods Review	$35	$420	1 2-5 cents
Men's Wear Review	30	360	2 cents
Canadian Grocer	24	1,248	5-11 cents
Hardware and Metal	24	1,248	8-11 cents
Bookseller and Stationer	25	300	1 2-3 cents
Sanitary Engineer	16.70	400	1 3-4 cents

PRINTED solicitation at such low cost ought assuredly to be incorporated into the selling plans of every wholesale or manufacturing firm relying on retailers to distribute their products or merchandise. Will you discuss the matter with us?

The MacLean Publishing Co., Limited

Toronto, Canada

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng.

Canada's Appeal—"Conserve Food"

Waste of food—even the very slightest—under present conditions, is absolutely criminal.

Packers should take every possible precaution against loss to this year's preserve pack by sealing glass packages of Jam, etc., under the positive security of Anchor Caps.

Anchor Caps have been proven by experience the one best method of protection against jars, moldy contents and general contamination.

Besides these handsome seals so add to the appearance of your stock that its selling value will be materially enhanced.

Protect yourself this season against loss by sealing your glass packages with the seal of security—Anchor Caps.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

"RETAIL ADVERTISING—COMPLETE"

By

Frank Farrington

Here's the book that you have been looking for to help you solve your advertising problems. No retailer should be without a copy.

It contains lively and instructive chapters on window dressing, sample advertisements, interior advertising, outdoor advertising, business making propositions, advertising special sales, newspaper advertising and many other ideas and suggestions that you can turn into money.

"Retail Advertising—Complete" contains much information and many ideas.

Start to-day to solve your advertising problems by sending $1.00 for your copy of this book.

MacLean Publishing Co., Ltd.

(*Technical Book Dept.*)

143-153 University Ave. - Toronto, Ont.

We always have a few carloads of
2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W.C. Edwards & Co., Limited

OTTAWA, ONTARIO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA.

TELEPHONES { VICTORIA 367 / VICTORIA 366 / VICTORIA 2441

CORNER MULLINS AND CHARLEVOIX STREETS

A. R. WHITTALL CAN COMPANY, LIMITED

MANUFACTURERS OF

ROUND AND SQUARE CANS FOR MEAT, FISH,
FRUIT, MILK, SYRUP, PAINT AND VARNISH, ETC.

LEAD AND PUTTY IRONS

MONTREAL
CANADA

It Takes Time To Train New Clerks

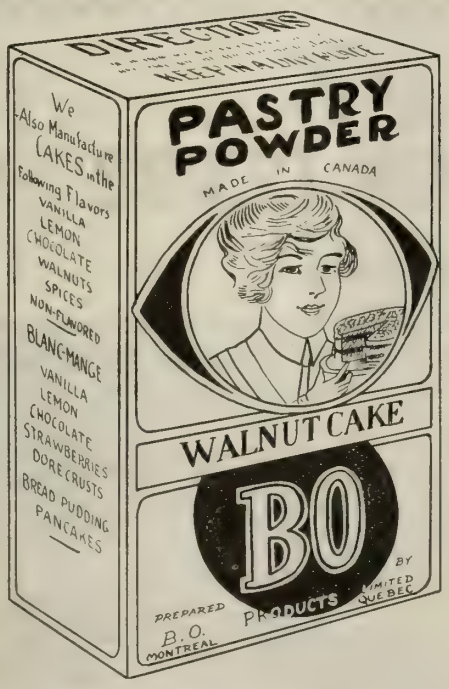
It surely is enough to teach new clerks the grocery business without attempting to give them an education in tea, which is a business in itself and requires years to learn.

Better by far to specialize on Red Rose Tea, which has been selected and blended by experts and is so well-known that new clerks have no difficulty in selling it. The weight is plainly marked on the package, eliminating chances of new clerks giving overweight. All a clerk has to do is to hand out the package of black, green or mixed and take in the money.

Red Rose Tea is a friend of the new clerks who have so much to learn and the grocer who is so busy these days.

T. H. ESTABROOKS Co., LIMITED

St. John Toronto Winnipeg Calgary



DIRECTIONS

Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

The economy campaign will boost the demand for

B. O. Pastry Powder

It offers the housewife an excellent means for saving Flour, Eggs and Sugar in her cake-making. For B.O. Pastry Powder, when mixed with a small quantity of milk and butter, will make tasty, dainty cakes—good enough to satisfy any good housewife.

No other ingredients are required.

B.O. Pastry Powders come in these flavors: Vanilla, Lemon, Chocolate, Walnut, Spices and Non-flavored as well.

When you are ordering a supply ask about the following "ready" products—Pancakes, Bread Pudding, Dore Crust, Blanc Mange (four flavors).

They are all good easy sellers and money-makers.

B. O. PRODUCTS, LIMITED

QUEBEC

THE NEW APPETISER

Delicious Flavour **SAVORA**



Delicate Aroma **SAVORA**

Made by J. & J. Colman, Ltd., London, England, with Colman's D.S.F. Mustard.

Therefore, Savora can be recommended to your customers without hesitation as the best Mixed Mustard packed.

In large glass jars to retail at 35c In small glass jars to retail at 20c

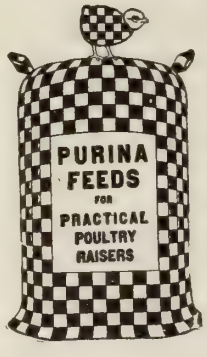
Let us send you a case of each

MAGOR, SON and COMPANY, LIMITED

191 ST. PAUL ST. W., MONTREAL Canadian Agents 30 CHURCH ST., TORONTO

Have you started that branch of the

CHICKEN CHOWDER CLUB?



There's room for a branch in your community.

Lots of your customers are interested in poultry raising, and their interest will be stimulated when you tell them of the valuable prizes to be won for the best chicks raised on Purina Poultry Products.

Once you get the club started it's bound to boom. We help you keep things humming with circulars for distribution, Poultry Books for customers, Posters for your displays, etc.





The Chicken Chowder Club will boost your sales and increase production of meat and eggs at the same time.

May we send you full particulars?

The Chisholm Milling Company, Limited

Toronto

CANADIAN GROCER

Vol. XXXII. TORONTO, MAY 31, 1918 No. 22

The Making of a Glass Jar

How the Glass Manufacturer Takes Silica Sand and Converts it Into the Preserving Jar Sold by Thousands Through the Grocery Trade—An Interesting Process

Being the record of the visit of a Canadian Grocer representative to the plant of the Dominion Glass Co., Montreal.

IN all the years that the average grocer has been selling jars by hundreds and thousands to his trade he has probably given very little thought or concern to the methods used in making these products.

It is generally known, of course, that glass is a product of sand. Pure silicate sand must be used and this is quarried and transported to the glass factory from time to time as required. Through various treatments it finds its way into as many different shapes of jars, bottles, glasses, chimneys, etc., as the fancy of the manufacturer or user may dictate.

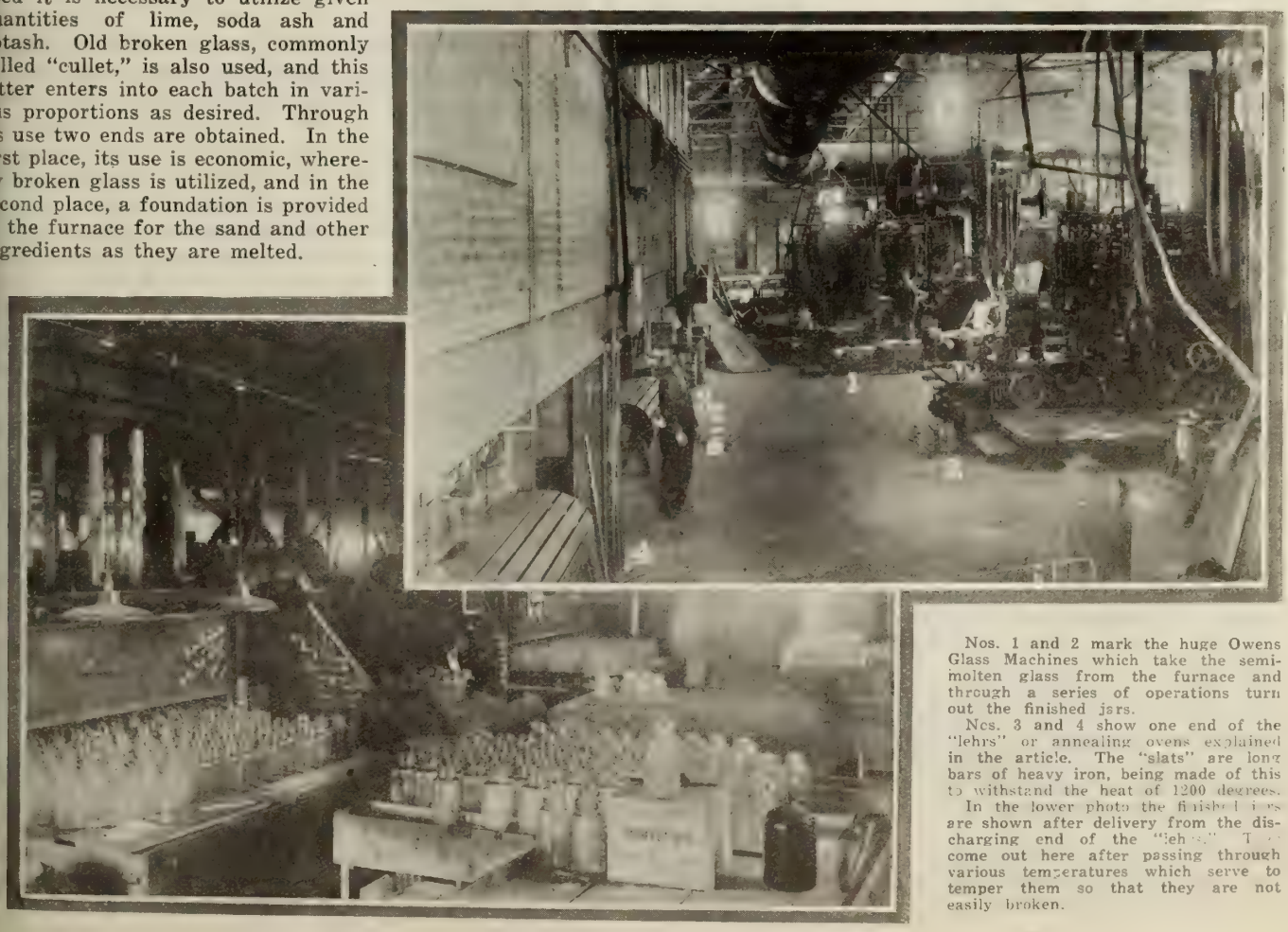
In addition to the pure silicate sand used it is necessary to utilize given quantities of lime, soda ash and potash. Old broken glass, commonly called "cullet," is also used, and this latter enters into each batch in various proportions as desired. Through its use two ends are obtained. In the first place, its use is economic, whereby broken glass is utilized, and in the second place, a foundation is provided in the furnace for the sand and other ingredients as they are melted.

For the purposes of coloring, such substances as sulphur, manganese and cobalt are used, while the fluxing and other properties comprise the above-mentioned lime, soda ash and potash. Some of these impart, as well, relative hardness to the glass. The soda ash is really a reducing and combining agent.

In order that the broken glass may be taken to the heating furnaces without impurities a revolving screen is used to separate foreign substances, water washes the glass and magnets are used to separate any metallic substances that may have passed through.

Passing through chutes to the mouth of a huge furnace built of firebrick an operator uses a long iron-handled tool to push the dropping mixture into the already molten mass of glass and fluxes. This process goes on continuously so that there is a constant lake of molten glass in preparation to keep the operators and the huge machinery busy throughout the day.

The furnace itself is a huge rectangular affair with walls of as much as 18-inch thickness. The intense heat which must be maintained makes the life of the furnace as short as twelve months and not longer than eighteen. In some cases this is even shorter and great ex-



Nos. 1 and 2 mark the huge Owens Glass Machines which take the semi-molten glass from the furnace and through a series of operations turn out the finished jars.

Nos. 3 and 4 show one end of the "lehrs" or annealing ovens explained in the article. The "slats" are long bars of heavy iron, being made of this to withstand the heat of 1200 degrees.

In the lower photo the finished jars are shown after delivery from the discharging end of the "lehrs." They come out here after passing through various temperatures which serve to temper them so that they are not easily broken.

pense is entailed in frequent renewals. While in operation the heat required is about 2,500 degrees and this must be well maintained. While various shapes and types of furnaces are used, that employed for making a great many of the regular products is of the rectangular style.

Producer Gas as Fuel

In the employment of producer gas made from a special coal suited to this, an intense heat is secured and this can be best maintained at the desired temperatures. It is made in a separate building and huge conveyors carry it to the furnace where it is introduced through one of two alternate feeds supplied to each furnace. Thus, by reversing the feeds from time to time, the flame is directed in alternate directions over the body of glass and a more regular or "mean" temperature is maintained. The flame is drawn over the melted glass through natural draft. The furnace is divided into two parts, the reducing and the refining ends. Introduced at the "mouth" the mixture passes through and out of the "neck" into the revolving pot.

The Wonderful Glass Machine

The great interest of course centres around the wonderful glass making machine. From the time it picks up its load of congealed glass to the delivery of a finished jar or other product its operation is almost human in intelligence.

This automatic glass machine consists of a series of arms radiating from a perpendicular axis and each terminating in a combination of two-piece mould. The shape of the machine is cylindrical, weighs many tons, is probably 15 to 20 feet in diameter and when operating runs much on the principle of a merry-go-round. The glass is melted in the furnace already described and passing from the first of two chambers into the second one it is delivered into a revolving pot or tank. From this the arms, one after another, dipping into this revolving pot or tank literally "suck up" their capacity of glass, this being automatically cut off by a blade or shear. Rising from the tank the mould forms the neck of the bottle and gives the glass a general shape, cooling it so that it will not run. As the first mould withdraws, a second or finishing mould closes around the still red hot glass form and when the two arms of the mould close around this a plunger forces itself into the neck of the jar or bottle and immediately withdraws, compressed air forces out the glass to the shape of the mould, the jar being now completely formed and at once discharged into a tray or receiver.

The process is continuous and uninterrupted, all the forming being accomplished while the machine is revolving and from twenty to sixty complete jars or bottles being made per minute according to the speed and capacity of the machine.

The "Lehr" or Annealing Oven

In making many of its products the glass factory has to resort to a process of annealing so that when the atmosphere is reached outside the bottles and jars will withstand all changes in temperature. Therefore, and without delay, the jars are taken by boys or men on specially-made handled carriers to large ovens also built of firebrick. The bottom of these ovens or more clearly the "rests" for the jars are made on the endless carrier principle of a moving stairway and their position is of course horizontal. The front is open so that the jars may be seen and so that more may be placed in as fast as made by the machine.

This endless carrier is constructed of heavy iron bars of about four inches width and half inch or more thickness and they are twenty or more feet long. When the carrier is set in motion the bottles or jars are carried through slowly to the delivery side of the lehr where they are taken by other operators and packed. While passing through this process heat is introduced at 1,200 degrees, finally passing out at a temperature near that of the surrounding atmosphere. They are thus finally annealed or toughened to withstand average temperatures to which they may be subjected anywhere.

It may be stated that the shape of any jar or bottle and its size is governed solely by the mould used and when using a machine each of the hundreds of thousands of units delivered by it contain an exact amount of glass and must be uniform.

Other Interesting Features

In addition to making the great bulk of its products by machinery the glass company makes some bottles and other products still through the employment of skilled operators. This is really quite a rapid means of making and the skill of the glass maker is naturally considerable. Moulds specially designed are used and the initial shaping of the glass is made on a marble slab, passed into a mould and "blown," the neck being finished last by an operator using specially designed tools.

The firm name so often seen on bottles, is in reality a very simple matter. In making jars or bottles or anything of the kind for a firm any special name may be used simply by the employment of a "die" or by having the mould made specially to suit this purpose.

The present increases for glass jars have been necessitated through higher labor costs and those of the products, manganese, coal, fuel oil and storage, that are such an important element in the business. This latter item is by no means the least. For bottles and jars have to be stored against the demand of the trade which in many cases is not steady but rather seasonal. The necessary equipment is costly and increasing overhead charges have had to be met.

Canning Trade Under License June 15

Future Buying and Selling is Limited in Extent—Wholesaler May Not Sell Futures Without Special Permission—How These Regulations Will Affect the Trade

ON June 15 the canning trade joins the many other branches of trade that are now under license. The licensing regulations impose some rather drastic restrictions. Possibly the most radical of these in view of the accepted practice of the trade is the regulation of the contract. On and after the date referred to no canner is permitted to contract for more goods than he may reasonably expect to be in a position to pack. Lest this clause should be open to question, it is further elaborated by limiting the amount that may be contracted to the average of the four years preceding 1918. As the 1917 pack was a practical failure and 1916 was not much better, this clause would seem to be fairly severe as the four years' average that takes in these two years would scarcely measure up to the average yearly production, and would unquestionably be well below a maximum production.

Contracting to Deliver Stocks

The clause forbidding the wholesale dealer from contracting to deliver stocks not in hand without a special permission from the Food Board is also fairly stringent. The bearing of this clause depends of course on the question of how readily these permissions will be granted. The ordinary custom to the present has been for the canner to contract to the wholesaler for future delivery and the wholesaler to do the same to the retailer. In this way a rapid distribution was assured once the pack was available. If these permissions are not readily obtainable it will mean that this distribution will be slowed up. Canners will find their pack piling up on them, while wholesalers' warehouses will be congested with the very possible result of loss in that the products will have to be shipped in the late fall when there is danger of loss by excessive cold. As it is manifestly the aim of this legislation, however, to do away with some of the evils of future buying, and not to embarrass the trade, there is little likelihood that any great obstacles will be placed in the road of obtaining these contract permissions. Another important clause is that requiring the minimum net contents on many lines of canned and bottled goods.

No one is permitted to carry larger stocks of any kind of preserved milk than may be necessary to carry him over the period of scant production without permission in writing from the Canada Food Board. The terms of the

regulations are in brief as follows:

On and after June 15, 1918, it will be illegal for any person who has not first secured a "canners' manufacturer's license" to engage in the manufacture, for sale, of canned or preserved fruits or vegetables, meats, poultry, soups, seeds or grains or products made therefrom, jellies, jams, sauces, pickles, condensed, evaporated, dried or powdered or canned milk; or dried, evaporated or dessicated vegetables or fruits.

Meat Packers Excepted

Persons operating a canning factory in connection with a commercial meat packing factory are not required to obtain such a license.

On and after June 15th, it will also be illegal to deal wholesale or as brokers or commission merchants in any of the products named without having first obtained from the Canada Food Board a "canners' wholesale license," "canners' brokers' license," or a "canners' commission merchant's license," depending upon the nature of the trading operation of the applicant.

May Not Make Contracts for Future

The order provided that no manufacturer of canned or evaporated fruits or vegetables, without the written consent of the Canada Food Board shall at any time contract for the sale of more goods than he reasonably expects to be in a position to pack, and in no case shall the amount contracted for exceed 100 per centum of the average yearly delivery of such articles made by him during the four years preceding 1918. No wholesale dealer in canned or evaporated fruits or vegetables will be permitted to contract for sale of goods not then held by him in stock, or purchased for future delivery, except by permission of the Canada Food Board.

Any violation of the Adulteration Act, or the Meat and Canned Food Act will be deemed sufficient reason for suspensions or cancellation of any canner's license.

Commodities Requiring Declaration of Minimum Weight

On and after June 15th, all containers or packages in which condensed, evaporated, dried, powdered or canned milk, meats, poultry, soups, seeds or grains, or products made therefrom, jellies, jams, sauces or pickles are placed, must have marked on the principal part of the label in plain type the minimum net weight of such contents.

No person without first having obtained permission in writing from the Canada Food Board may legally have in his possession, or under his control, any quantity of condensed, evaporated, dried, powdered, or canned milk, greater than is reasonably necessary to supply his own Canadian trade requirements during the period of scant production, which season will be deemed to have expired on May 1st of each year, and on that date no person may legally hold more than sufficient to supply his own trade requirements for thirty days.

Reasonable Profit Without Regard to Replacement Value

Every licensee is required to sell such products, covered by this order, as he may have in his possession or under his control at not more than a reasonable advance over the average cost of the season's pack, without regard to the market or replacement value of such products at the time of sale.

Destruction of food fit for human, animal, or poultry consumption is forbidden.

Encounter Export Trade Difficulties

Canadian Jam Manufacturers Not Supplying Canadian Troops — Government Assistance in Developing Export Trade Would Help Eliminate Enormous Food Wastage at Home

TO-DAY the cry is for production and more production of foodstuffs, but when these foodstuffs are grown, where will they be marketed? Canada produces far greater quantities of many lines than she consumes and unless steps are taken to insure a market, the energy expended as well as the foodstuffs is an absolute loss.

In normal times, manufacturers could send forth their salesmen to foreign fields and develop their own market, but under to-day's conditions when transportation is under government control, there is no assurance that these markets would be supplied—ships are too scarce. Why then, if, as is the case to-day, the government controls practically all shipping, are not steps taken by the government towards providing a market for surplus manufactures? Why does not the government encourage the manufacturers to pack and preserve all the foodstuffs possible and lend every assistance toward marketing these goods?

It was early in 1917—February 3, to be exact—that a prominent jam manufacturer wrote to Sir Robert Borden, Premier, to the Minister of Trade and Commerce and in fact to all the Cabinet ministers, pointing out the fact that Canadian boys were not getting Canadian jams, and asking why? This manufacturer went further and gave approximate figures as to the consumption of jam by our boys overseas and then drew comparisons with the amount shipped from Canada. That was early in 1917—over one year ago—and to date there is nothing to indicate that the case of the Canadian manufacturers has received further consideration.

The figures as to consumption of jams by the Canadian troops as compiled by this manufacturer are illuminating and interesting. They are based on the assumption that each man is allotted two ounces a day or about one pound of jam per week and are given herewith:

These figures show that during the first 2½ years of war, the Canadian troops overseas consumed approximately 20,000,000 pounds of jam, and of this Canadian manufacturers supplied only about 3,500,000 pounds. **Australia during 1916 alone shipped 23,000,000 pounds of jams.**

Period of War	No. of Troops	Week's Consumption	Consumption
1st 6 months	50,000	1 lb. per man	1,300,000
2nd 6 months	100,000	1 lb. per man	2,600,000
3rd 6 months	150,000	1 lb. per man	3,900,000
4th 6 months	200,000	1 lb. per man	5,200,000
5th 6 months	250,000	1 lb. per man	6,500,000

Since this letter was written another year has passed. In each six months period it is safe to assume that Canadian troops overseas have increased 50,000 and on the same basis of figuring as that adopted above, the consumption of jams has increased during the year about 17,000,000 pounds for a total of over 36,000,000 pounds, but the total Canadian shipments amount to only about 6,000,000 pounds.

Canadian manufacturers are in a position to handle heavy export business. Manufacturers state that they are already working on contracts for one of the Allied Governments, but yet can't do business with our Government. Their position to handle greatly increased business was placed before the British War Office over two years ago, but Government co-operation has been lacking and the results are as outlined above.

During the past winter thousands of dollars worth of apples went to waste which could have been used by jam manufacturers were they placed in a position to market their product. However, unless there is a larger market available than that offered by the Canadian consumer, there is little use in expanding plants and putting up goods which will not be used.

Canada has the fruit, Canada has the sugar, Canadian manufacturers have the equipment and are willing to place it at the disposal of the Government to any extent necessary; why, then, it is asked, cannot our Government secure for our manufacturers the contracts for supplying our boys overseas with the jams they eat?

Canadian industry should be encouraged and when so much stress is placed on the production of foodstuffs, every effort should be exerted by our Government to see that a market is provided for capacity output of manufacturers which can certainly be claimed as essential.



A newspaper display week window featured by Dan Carter, Richmond Street, London, Ont., illustrates a method of handling a variegated display.

Dating Canned Goods Would Serve no Useful End

Experience Proves That Time Does Not Influence Quality of Properly Protected Goods—Would be a Drag on Increased Production—U.S. Discussed Such a Measure and Discarded it

THE dating of canned goods has been a much mooted proposition and one that has not found much sympathy among the trade. There is one general feeling among those who are most competent to pronounce on the wisdom of such a question, the canners and handling trade, and that is that any such move would entail restriction of pack, and an increase in loss and wastage. Canners, it is urged, would unquestionably curtail their pack to avoid the danger of having to carry over large stocks, that might or might not be salable at a later date. The retailer would be the greatest sufferer, however. There are often times when he has to carry this stock from season to season. With the date appearing on the can the customer is more than likely to feel that goods that are a year old are stale. This is far from the fact, as is evidenced by some extracts from the New York *Journal of Commerce* of some years ago supplied by W. R. Drynan of the Dominion Canners, Hamilton.

"The canned salmon which was awarded first prize at the Berlin Fisheries Exposition was from the same lot which took the prize at the Centennial Exposition in Philadelphia five years before."

"General A. W. Greely has testified that the unequalled health of his command in the Arctic expedition was largely due to the excellent quality and variety of the canned goods consumed carried through two winters, frozen and thawed as they were. The stores included canned apples, peaches, pears, rhubarb, green peas, corn, onions, potatoes and tomatoes, all subject to a temperature of 60 degrees F. below zero, and were solid for months at a time. The second summer they thawed and froze solid again the next winter."

General Greely also testified that all the articles named presented the same appearance as though freshly canned, and **their flavor was as good when the last can was eaten as in the first month.** He also said:

"No illness of any kind occurred prior to the retreat," and those most inured to canned fruits and vegetables were the healthiest, and strongest of the party."

At the London Exhibitions of 1851, 1862 and 1863, tins of meat which had been put up from twenty-five to forty years were exhibited, and when tasted were found perfectly sound.

Will Keep Good for Long Periods

Professor Duckwall, member of the Society of American Bacteriologists and of the American Chemical Society, an unquestioned authority on the subject, states in a work on bacteriology:

"Age does not affect canned goods unless a perforation should happen to be made in the tin. So long as the air is kept away the contents will remain in an unfermented condition. From time to time there have been rumors of laws to declare the date of the pack on tin cans in various States, the idea being to limit the sale of canned goods to the year immediately following the pack. This would be very unjust because, as we say, canned goods are unaffected so long as the container prevents the germs in the air from gaining entrance. We have opened canned goods of various ages ranging from five to twenty years and have found that in every case where the can was not perforated the contents were perfectly good, and tasted as well as the freshly canned product.

In the United States the Beveridge bill originally provided for the dating of canned goods, but the representatives of the packers demonstrated to the satis-

(Continued on page 34.)

TWO IMPORTANT TAX QUESTIONS SETTLED

Some little time ago there appeared in these columns the statement that the retailer had 1,000 pounds exemption before he became affected by the tax of 10 cents a pound on tea. Since that time a multitude of letters have been received from merchants stating that inspectors visiting their places of business had stated that this was not correct.

Recently confirmation has been received. The 1,000-pound exemption for retailers is a fact. Every merchant has a right to that amount free, and need not pay an excise duty upon it, irrespective of the statements of inspectors, who evidently have not been well posted on the matter. Here is the wording of the memorandum going to inspectors everywhere:

Part 4, No. 3—"There shall be levied collected and paid a war excise tax of 10 cents per pound on all tea entered at Customs on or before the thirtieth day of April, 1918, by any importer and dealer, and which remains unsold on that day. Provided that retail dealers shall only pay such war excise tax upon tea held by them on that day in excess of 1,000 pounds."

There has been some uncertainty, too, as to when the tax on matches becomes operative. The manufacturer affixes stamps to every package of matches shipped after April 30. Here again, however, the retailer is given a slight favor. Matches in stock in the hands of wholesaler or retailer, the regulations state, must be stamped by the holder on and after July 1. The fine for the infringement of this act is a minimum of $50 and a maximum of $250.

Relief from Saturday Night Shopping

Saskatchewan Merchants With Introduction of Motor Cars Find Too Much Work Crowded Into a Few Hours—One General Store Gets Orders in Early Over Phone and Has Them All Ready—Another Suggests Friday Special Sales

Special Staff Correspondence

L. T. McLANDRESS, general merchant, Redvers, Sask., put before the Saskatchewan merchants' convention an important practical problem.

"On Saturday night," he said, "there is invariably a string of automobiles before practically every store in the towns throughout the province. Farmers and their families who are unable to get in during the week come to town that night to do their shopping. At the same time the people of the town and nearby farms crowd the store to overflowing and it is impossible to give an adequate service to them all. Are there any remedies for that condition?"

H. D. McPherson, Regina, suggested that the same method be followed as is used in getting customers to do their Christmas shopping early. "It used to be we sold nearly all our Christmas goods on Christmas eve and Saturday preceding but now the Christmas shopping is practically over a week or two before. Why not talk to your customers in a confidential way asking them, judiciously, of course, if they could help you out by buying the week-end supplies earlier in the day or week?"

Another member gave the following suggestion: "We ask our will-to-do customers to phone in their orders to us Saturday morning as far as possible and also telephone the larger farmer customers to tell us in the morning what goods they think they will require that day. In this way we are able to put up their goods when we are not busy and have them already in a separate box when they come in Saturday night. This we find works well."

Pres. A. A. Evans, Outlook: "How would it do to offer some special lines for Friday sales only? We used to find by doing this Friday business was nearly as good as Saturday. Of course, we sold them other goods on Friday besides the specials."

One member said that if you put a sale on Friday the farmers' gasoline for his motor car would run out before Sunday.

The feature of the evening session was an address by A. L. Struthers, efficiency man, Winnipeg.

Mr. Struthers urged the use of more letters in developing business. Mailing lists with particulars about the customer, his or her hobby, politics, names of children, etc., were recommended strongly. "Have all this information on cards, you can't trust your memory," he said.

"There are five motives that move people to buy goods. You should appeal to these desires—not one of them but to them all:—

"1. The money motive—making or saving money—in other words, the price motive.

"2. Caution—buying now for certain reasons.

"3. Appeal to customer's pride — tell her that so and so, an important family in the community, buys the article and has been for several months, etc.

"4. How to utilize the article in the home or on the farm, etc. Tell about its many uses.

"5. Show how easy it is to manipulate the article.

"If you only bring forward one of these motives you are using only 20 per cent. of your available selling power. Make these motives stand out in all your advertising and in personal selling. That is what the catalogue house does when it describes an article. It means Desire—Decision—Action.

"Hold a 'convention' frequently among your own staff, even if the staff comprises only yourself, your wife and a clerk. Get their ideas and selling points about a line you want to push. You will be surprised what new ideas come to light."

Dwelling on the psychological effect on the mind of a customer by adopting certain methods, Mr. Struthers appealed to the retailer to study the mind of that customer.

"A sale is a mental thing," he said. "As soon as the customer gets a picture in his or her mind of the advantages of possessing the goods, then the sale is completed. If you don't know the mental operations or the laws of the mind you are going it blind. Read every article of this kind you can get hold of in your trade paper. The things that are unseen are greater than the things that are seen. Goodwill, for instance, is worth more than a can of beets, a scarf or a chisel. You can't always put your finger on service, and yet it is a most important asset in every business. Goodwill and service save you many a loss."

A number of questions were asked at the conclusion of Mr. Struthers' talk Among them were these and the one at the top of this article:

Q.—Is it a good thing to have the cashier near the door?

A.—General impression was that it was not.

Q.—How often does it pay to send out letters to your customers?

A.—As often as you have something worth while to tell them.

Community Club Idea

At the Wednesday morning session Mr. Struthers spoke on developing a social interest in the farm community. If the merchant hasn't the time to go out to the country to visit the farmer, next best thing to do is to get the farmer coming to you. The "Community Club" idea was suggested to bring about this condition. This club should be of a social character, in which all sections should be represented and should include everybody who can at all be interested. Meet the farmer in the moving picture theatre, at the rink, etc., and let him know you are human and not a bad fellow after all. The "Community Club" should be a booster of the town.

"How should we go about it?"

"Get members of all social functions—ladies' aid, farmers' organizations, sewing circles, sports' clubs, etc.—to join together with the idea of forming the club. Call a general meeting, talk it over among yourselves, and arrange for a debate on something else. A club in Hamilton got up a dramatic function of local talent; secured out-of-town speakers; held debates, etc., which had the splendid effect of combining all sections closely and of making everyone boosters of the town, and the farmers more frequent visitors to it.

"The merchant should specialize as far as possible on visiting the homes. See the people about coming to the club, taking part in the proceedings and generally getting closer to your customers. They do not then get the idea you have come to get their business in this way, but eventually you will indirectly get it.

Serve Customers Intelligently

"Customers should be studied one by one. If, for instance, a customer is a big, strenuous-looking fellow he should not be shown goods of a flimsy, refined character. Show him goods that appeal to a hard-working, strong individual. You then do not talk over his head. By visiting the home you get in touch with the various types of men, their hobbies, and those of their family.

"If you have a class of goods you think you can sell to some customers more than to others. send out a letter to only that class. Postage and stationery should not be wasted on the others.

"I have met merchants," Mr. Struthers stated, "who are getting a dollar here and there from individuals who had some distinctive trait of character. For instance, they have a customer interested in some special religious thought, or who is a 'fanatic' in something else. They suggest they send away for a book on this and that or a magazine that will give them regularly information along a particular line. They pick up many a dollar or two here and there in this way."

Dealing with the importance of the community church, the speaker said: "You cannot as an individual do with-

(Continued on page 34.)

The Manufacturer and His Problems

Laboring Under Uncertain Conditions, but Carrying on—Baking Powder an Essential —Tin Containers Being Supplied—Jams Should be Plentiful— Preparations For Heavy Pack Canned Goods

THERE are many difficulties to-day in the manufacturing game which have never before been encountered, and that Canadian manufacturers have so far met each difficulty fairly and in as far as possible overcome it speaks well for their initiative and aggressiveness.

Those manufacturing or packing foodstuffs have had to contend with uncertain crops, uncertain labor, some uncertainty with respect to containers, uncertainty as to what restrictions were to be put on their operations by government control and uncertainty as to a market for their goods. Hanging over their heads has been continually a cloud of uncertainty, but the Canadian manufacturers have dispelled the clouds in as far as possible, taken steps to meet all possible contingencies and they are going ahead, making progress and smiling. There you have it—they wear a smile, and whereas they have met reverses they are coming out on top—facing their problems as they meet them and "carrying on."

BAKING POWDER AN ESSENTIAL

"Baking powder has been placed on the list of essentials by the United States War Board," stated Mr. Willard, of the Egg-O Baking Powder Co., Ltd., Hamilton, to a CANADIAN GROCER representative, "so that will really mean that containers will be provided for this product as long as plate is available. In as far as we know we will be able to get containers—so far we have not suffered for lack of them. That will answer your question as to whether containers will be procurable."

Asked as to whether any move toward standardization of packages had been inaugurated by the government, Mr. Willard stated that he knew of no action having been taken by the government. The question of so many sizes was brought up, and CANADIAN GROCER asked whether these could be curtailed, and were this done, would there be any great saving effected. "I believe in the larger size container," Mr. Willard said. "They are the best from the retailers' point of view. In selling a pound tin he gives his customer a supply ample for some little time. He makes his profit and only has half the work he would have in handling half a pound or one quarter the work in handling quarter pound packages. He saves time, saves labor, and those are two very essential factors to-day. As far as we are concerned in concentrating our efforts on one size, we would undoubtedly be able to increase production."

The question of labor is not one which presents insurmountable difficulties to this firm. Girls are employed largely, and Mr. Willard has had no great difficulty in securing help at any time he has required it. "Manufacturing conditions with us are not bad," stated Mr. Willard. "Help we can procure as we need it, and generally speaking, we have no complaint to register. Costs have mounted, of course, and some of our raw materials have reached a point where it may be necessary for us to declare higher prices. However, we will hold at present basis as long as possible."

TIN CONTAINERS BEING SUPPLIED

"The situation to-day in respect to tin plate is fairly satisfactory," stated Mr. Anderson, of the American Can Co., Hamilton, in response to a query from the representative of CANADIAN GROCER. "There is no surplus available, but the actual needs of the trade are being supplied. Our customers are getting and have been getting their requirements right along."

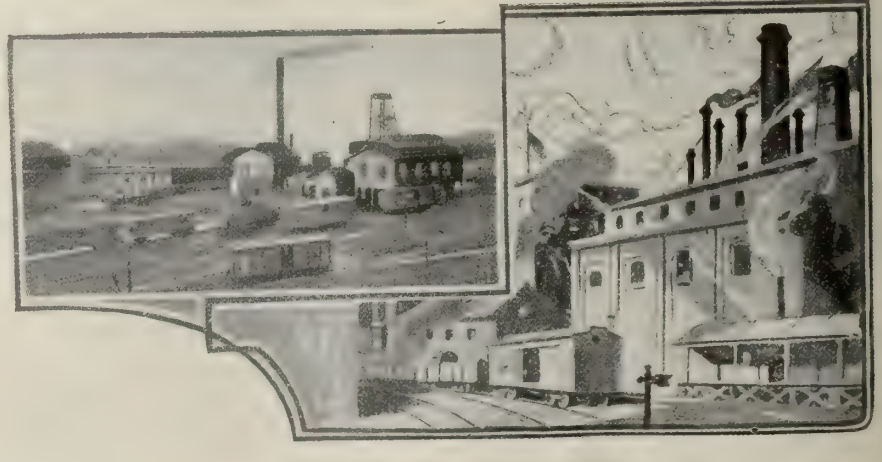
It was to get a line on the tin plate situation as it might apply to the food container end of the game that a representative of CANADIAN GROCER travelled to Hamilton the latter part of last week. There have been many conflicting reports, and with the big canning and preserving season just approaching some doubts have been expressed as to whether canners would be able to get their supplies. In speaking to Mr. Anderson of the future prospects, he stated, "We cannot and would not attempt to predict the future—we are dealing only in the present—it is the only thing we can do, but I will say that it looks as though we will secure all the necessary plate to take care of this year's pack—another year is another matter. However, my belief is that Canada will be supplied with all the tin plate required for essential food products—those packed in hermetically sealed cans—by the United States, even if the United States has to shut down on some of her own non-essential industries.

"As far as we are concerned, those manufacturers to whom we supply containers for foodstuffs get any preference there may be. There have been two or three occasions during the past few months where we have been held up temporarily for supplies owing to uncertain traffic conditions. At such times we devoted our energies to turning out food containers, and that would be the position we would have to take were our supplies limited.'

Mr. Anderson intimated that they were having some difficulty in securing help. Women had been engaged to operate some of the machines, but it was hard to hold them when other work of a more pleasing nature was procurable. The labor situation as it applies to women is best expressed when I say that householders cannot get help at any cost. Enlistment and the draft have made heavy inroads on the man-power, and generally speaking the labor situation was considered bad.

Whether the elimination of the small size container would be an advantage at this time was a question. Mr. Anderson believed that business should be disturbed as little as possible. They had the equipment for turning out the sizes of containers now used, and were a sudden switch to any one size be made the increased demand for this one size could not be met readily with present equipment.

Since the representative of CANADIAN GROCER secured this interview with Mr. Anderson a memo has come through from Washington to the effect that a ruling has recently been put into effect that tin plate mills will now re-



strict deliveries to manufacturers making food containers for the government and its allies. The inference is drawn that tobacco and paint cans, bottle stoppers, and other products are thus cut from the list. Should this ruling be now effective in the United States there is no question of doubt but that the same conditions will be made effective here as Canada is now dependent on the United States for her supplies of tin plate.

JAMS SHOULD BE PLENTIFUL

That jams will be plentiful is the view expressed by James Wagstaffe, managing director, Wagstaffe, Ltd., Hamilton, in response to a query by CANADIAN GROCER on the outlook for the coming season. "We have every reason to believe that prospects for jams are good," stated Mr. Wagstaffe, who had only recently returned from a trip to California and along the Pacific coast to Canadian coast cities. "We purchase an enormous quantity of our raspberries and strawberries from the State of Washington," Mr. Wagstaffe continued, "and incidentally I might say that I think our home farmers are missing a splendid opportunity for profit in overlooking these two lines. The question of labor should easily be solved when there are so many school boys and girls who could take care of the picking. When I was in British Columbia at the little town of Mission, I found out that they secured from 1,000 to 1,500 boys and girls to come in and pick these crops, and that similar steps could be employed here in Ontario with profit to the farmer there can be no doubt."

The question of containers was brought up and Mr. Wagstaffe intimated that these would most likely be available for all manufacturers of foodstuffs. They were securing their supplies right along and were looking forward to a continuation of present ample requirements.

Mr. Wagstaffe employs a large number of women though he intimated that none of these were actually taking the men's places. "We have experienced difficulties," Mr. Wagstaffe said, "but the labor question is one which we must meet as cheerfully as possible. I am to-day compelled to work harder than for some years past—looking after details which had been entrusted to competent employees now overseas, and whom I cannot easily replace, but I am smiling and working. We have to keep at it."

PREPARATIONS FOR HEAVY PACK CANNED GOODS

"We are making preparations for a heavy pack of canned goods," stated Mr. Nairn, of the Dominion Canners, Limited, Hamilton, "but of course we cannot yet tell what the pack will be. However, if the goods are grown and inclement weather doesn't interfere, there should be a splendid pack. We shall be ready to take care of the goods grown, and you may be sure we would welcome a good pack. By using larger quantities of canned goods in Canada other products may be released for overseas and even our boys overseas are glad to get canned goods when they are available."

Mr. Nairn intimated that practically all of their factories would be in operation this year, the only ones closed being those where help could not be secured. Reports from practically every centre indicated that efforts to grow the vegetables were being made, and with reasonably good luck the result should pan out ahead of last year.

THE COCOANUT SHELL IN FRANCE

German poison gas has given the shell of the cocoanut a humane as well as a commercial value and thousands of cocoanuts are being shipped from Porto Rico so that the shells may be used in the manufacture of gas masks for American troops in France. Space is being found on ships to take care of all cocoanuts offered.

The shell of the cocoanut, it was found after much experimentation, could be made into a high grade of charcoal. This charcoal, it is said, is a valuable antidote for poison gases. The cocoanut is the only nut on the list of 81 essential imports prepared by the United States Government.



Attractive interior of the James Osborne & Son store, James Street, H amilton. Note the prominence given to counter display.

Analyzing the Cause of Failure

Some Interesting Deductions From Mercantile Returns Regarding Business Failure—Satisfactory Decline in Gross Number of Failures—Contributory Cause.

AN ANALYSIS of the causes of failures in Canada since the war began, in comparison with the causes that were operative before the war, as carried out by Bradstreet's, presents some interesting and helpful figures both as to this country itself, and in contrast with a similar analysis covering the United States. Apart from the outstanding fact of the striking decrease in the number of failures, is the lessened influence of the war as a direct cause of failure. This was known in a general way, but it is encouraging to have proof submitted in so tangible a form. With what are termed "specific conditions" (disaster, war, floods, etc.), having a lessened influence in failures, the personal element is standing out more prominently, indeed so prominently as almost to invite a suggestion for state interference in some measure in order to secure some minimum of capability on the part of the person entering business, so that failure might not be presupposed so inevitably in a percentage of cases.

Decline of 61 Per Cent. in Three Years

From the broad standpoint the most gratifying element in the record is the decline in the gross number: a total of only 1,110 as compared with 1,772 in 1916, a decrease of 37.3 per cent., following a drop of 32.5 per cent. between 1916 and 1915, and again of 9 per cent. for 1915 as compared with 1914. Or taking the high record established in the first year of the war, 1914, there was a decline of 61 per cent. to 1917, bringing the total for last year to the smallest number in ten years. This must give cause for a solid satisfaction as new businesses are being established constantly year by year, and with few exceptions the total number in business increases all the time. Taking the United States in contrast, the drop in failures for 1917 was not as great, 21 per cent. over 1916, which was 13.3 lower than 1915, the high point in the States (where 1914 was in Canada). The decline from the peak in the States was 31.5 per cent., as compared with 61 per cent. in the case of Canada. Taking in liabilities there was a decline of 13 per cent. over 1916, not as high as the actual decrease in numbers of failures. The total of $13,661,301 liabilities was less than half the total of 1915, and the smallest since 1912. This also is highly gratifying, as the amounts involved in the average business the last two years, with the heavy increases in the costs of goods, is far more than in normal times.

Coming down to definite causes for failures, lack of capital stands first in Canada, where incompetence ranks first in the United States. It might naturally be supposed that the war would rank first but this applied to Canada only in 1915. Lack of capital was responsible for 37.5 per cent. in 1917, as against 38.9 per cent. in 1916, and 30.3 per cent. in 1915. It was in this last year that the war, or "specific causes" exceeded lack of capital, with 35.9 per cent. or over one-third, a record that it may be hoped will never be equalled again. The decline to a percentage of 25.4 in 1917 shows a rapid recovery, but one that still allows of a fair margin for improvement. In contrast with the United States this is quite high, for there the percentage for 1917 was only 11.9, and 13.4 in 1916. However, when it comes to almost as vital a factor of failures as the actual numbers, namely the liabilities, the war has not dealt so unkindly with Canada. The percentage of liabilities due to the war was only 15.5 in 1917, as compared with 23.3 in 1916, and the United States was not far behind, with 14.2 per cent. in 1917, and 19.3 per cent. of the liabilities in 1916 due to war causes.

Lack of Capital Biggest Cause

Where the most fruitful cause of failure in Canada has generally been lack of capital, in the United States this was the case up to 1912, and in 1913 and 1914, but not in 1912, nor since 1914. Incompetence stands far in the lead with 35.5 per cent. and inexperience has 6.8 to its credit. In Canada inexperience was the cause of 6.2 per cent. Unwise credits, extravagance, neglect, and even competition do not bulk largely with the rest, as will be seen in the accompanying table.

Many Due to Speculation

"Speculation" must come in for consideration in the Canadian table: to it was due in 1917 2.5 per cent. of the failures, as compared with 1.9 per cent. in 1916. In the United States the percentage in 1917 from this cause was only .4, and exactly the same in 1916, or less than one-half of one per cent. Taking the liabilities in Canada as due to speculation, the outlook is even more serious, for out of the total liabilities 12.9 per cent. were due to this, and 13.7 per cent. in 1916. In the United States the corresponding percentages were only 1.5 and 3.9 for the two years. In commenting on this Bradstreet's remarks that "speculation as a cause of failure was, like the volume of speculation in the markets, at low ebb in 1917," but this will not apply to Canada, unfortunately.

73.5 Per Cent. From Personal Causes

Summing up the divisions, it will be seen that what may be termed "personal causes" were responsible for 73.5 per cent. in Canada, but a much larger proportion in the United States, 85 per cent., in the latter case the highest on record. In Canada in 1916 personal causes covered only 69.2 per cent., 64.7 per cent. in 1915, and 73.4 in 1914. In the United States personal causes in 1916 covered 81.5 per cent., and 74.4 in 1915.

Few Fail With High Ratings

Credit ratings show up well in the test of these records. Taking the two countries, 96.9 per cent., or 13,698 out of 14,139 who failed had "very moderate" or "no credit" ratings. The year before the percentage was even higher, 97.7, and in the main the percentage has been increasing pretty steadily. Those with "good credit" numbered 2.8 per cent. In the amount of liabilities, 94.1 per cent. of the failures were for $5,000 or less.

CANADA AND NEWFOUNDLAND

Failures Due To	Number 1917	Number 1916	Assets 1917	Assets 1916	Liabilities 1917	Liabilities 1916
Incompetence	181	238	$437,286	$713,555	$1,279,548	$1,751,840
Inexperience	69	60	291,166	144,039	690,230	365,744
Lack of capital	416	689	3,085,023	2,368,147	6,513,928	6,146,253
Unwise credits	26	28	101,953	61,562	278,075	159,590
Failures of others	9	10	40,600	153,825	111,100	340,985
Extravagance	3	10	18,800	23,671	56.700	72.054
Neglect	28	34	38,482	134,273	149,851	258,870
Competition	3	3	27,000	14,014	35,807	16,412
Specific conditions	282	533	1,123,853	1,694,281	2,117,352	3,652,750
Speculation	28	35	747,635	842,778	1,760,766	2,162,716
Fraud	65	132	313,258	232,543	737,944	819,961
	1,110	1,772	$6,225,056	$6,380,688	$13,661,301	$15,747,175

PERCENTAGES OF FAILURES AND LIABILITIES

Failure Due To	United States Per Cent. Number		United States Per Cent. Liabilities		Canada Per Cent. Number		Canada Per Cent. Liabilities	
	1917	1916	1917	1916	1917	1916	1917	1916
Incompetence	35.5	33.2	25.3	21.8	16.3	13.4	9.4	11.0
Inexperience	6.8	6.0	5.2	4.4	6.2	3.4	4.5	2.3
Lack of capital	31.9	30.3	32.7	31.9	37.5	38.9	47.7	39.0
Unwise credits	1.9	1.9	1.8	2.6	2.3	1.6	2.0	1.0
Failures of others	1.0	.9	5.9	.6	.8	.5	.8	2.2
Extravagance	.6	.6	.6	.6	.3	.5	.4	.5
Neglect	2.2	2.4	.8	1.0	2.5	1.9	1.1	1.7
Competition	2.1	4.2	2.1	2.5	.3	.2	.3	.1
Specific conditions	11.9	13.4	14.2	19.3	25.4	30.1	15.5	23.3
Speculation	.4	.4	1.5	3.9	2.5	2.0	12.9	13.7
Fraud	5.7	6.7	9.9	7.4	5.9	7.5	5.4	5.2

Comparatively Few Fail

Taking the percentage of failures to those in business the year 1917 stands out as the lowest of all in the last thirty years with the one exception of 1906; in 1917 the percentage was .71; in 1916, it was only .66. In the first year, 13,029 out of 1,828,464; in 1906, 9,385 out of 1,401,085. Last year the percentage was .92, and in 1915, when the total was the greatest on record (for the two countries combined), the percentage ran little over 1, or actually 1.07.

The figures attached to this article will show how the various causes of failure compare, for Canada and the United States, and what are the different causes in detail for the two years.

U. S. FOOD BOARD LIMITS PRODUCTION OF SOFT SUGARS

Finds That Manufacturers Have Been Producing More Than Necessary and Forcing it on the Public—Must Not Exceed 1917 Percentage

As a result of new regulations operative May 14, United States refineries will be limited in the amount of soft sugars that they may produce. The reason for this move was that complaint has been made to Washington that refiners are manufacturing undue proportions of soft sugars and were distributing them very largely to the baking and confectionery trade. The Food Administration urged that refiners turn out the greatest amount of white sugar permissible under economic refining conditions in order that the domestic consumers' requirements might be taken care of.

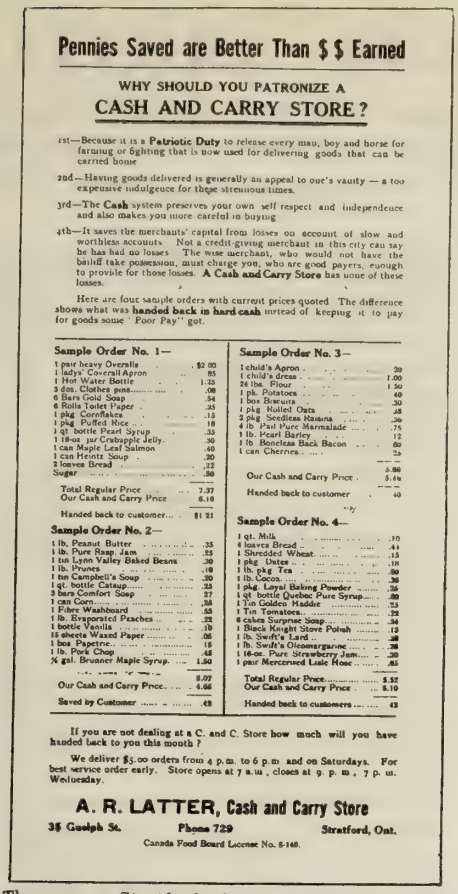
Regulating Amount of Soft Sugars

As the response was not satisfactory the regulation followed:

"The refiner shall operate his plant in such a manner as to secure the largest extraction possible from the raw sugar and shall not deliberately produce syrups or molasses from which sugar can be commercially extracted. The percentage of soft or off grade sugars produced by refiners in any month in comparison to their total output in that month shall not exceed the percentage produced during the year 1917 without the written consent of the United States Food Administration."

We again earnestly request that you reduce your output of soft sugars to the natural normal demands of the buyer if that be less than the percentage of soft sugars that you turned out in 1917, because the forcing of any surplus of this particular type of sugar upon the markets of this country and on unwilling buyers will result in further regulations governing the manufacture and distribution of such sugars.

In justification of the above rule we beg to advise that several of the State Food Administrators have found a large accumulation of soft sugars in their States which were purchased only because the buyers could not obtain hard refined sugars on their requisitions without the soft sugars being forced on them.



Pennies Saved are Better Than $ $ Earned

WHY SHOULD YOU PATRONIZE A
CASH AND CARRY STORE?

1st—Because it is a **Patriotic Duty** to release every man, boy and horse for farming or fighting that is now used for delivering goods that can be carried home

2nd—Having goods delivered is generally an appeal to one's vanity — a too expensive indulgence for these strenuous times.

3rd—The **Cash** system preserves your own self respect and independence and also makes you more careful in buying

4th—It saves the merchants' capital from losses on account of slow and worthless accounts. Not a credit-giving merchant in this city can say he has had no losses. The wise merchant, who would not have the bailiff take possession, must charge you, who are good payers, enough to provide for those losses. **A Cash and Carry Store** has none of these losses.

Here are four sample orders with current prices quoted. The difference shows what was **handed back in hard cash** instead of keeping it to pay for goods some "Poor Pay" got.

Sample Order No. 1—

1 pair heavy Overalls	$2.00
1 ladys' Coverall Apron	.85
1 Hot Water Bottle	1.25
3 doz. Clothes pins	.08
6 Bars Gold Soap	.34
6 Rolls Toilet Paper	.35
1 pkg Cornflakes	.15
1 pkg Puffed Rice	.10
1 qt bottle Pearl Syrup	.35
1 10-oz jar Crabapple Jelly	.30
1 can Maple Leaf Salmon	.40
1 can Heintz Soup	.20
2 loaves Bread	.22
Sugar	.50
Total Regular Price	7.37
Our Cash and Carry Price	6.10
Handed back to customer	$1.21

Sample Order No. 2—

1 lb. Peanut Butter	.35
1 lb. Pure Rasp. Jam	.25
1 tin Lynn Valley Baked Beans	.20
1 lb. Prunes	.10
1 tin Campbell's Soup	.20
1 qt. bottle Catsup	.25
3 bars Comfort Soap	.27
1 can Corn	.10
1 Fibre Washboard	.55
1 lb. Evaporated Peaches	.25
1 bottle Vanilla	.10
10 sheets Waxed Paper	.05
1 box Papetrie	.15
1 lb. Pork Chop	.45
½ gal. Brunner Maple Syrup	1.50
Our Cash and Carry Price	5.07
	4.66
Saved by Customer	.41

Sample Order No. 3—

1 child's Apron	.20
1 child's dress	1.00
24 lbs. Flour	1.50
1 pk. Potatoes	.60
1 box Biscuits	.30
1 pkg Rolled Oats	.15
2 pkg Seedless Raisins	.30
4 lb Pail Pure Marmalade	.75
1 lb Pearl Barley	.12
1 lb Boneless Back Bacon	.60
1 can Cherries	.25
Our Cash and Carry Price	5.00
	5.40
Handed back to customer	.40

Sample Order No. 4—

1 qt. Milk	.10
4 loaves Bread	.41
1 Shredded Wheat	.15
1 pkg Dates	.10
1 lb. pkg Tea	.50
1 lb. Cocoa	.50
1 pkg. Loyal Baking Powder	.35
1 qt bottle Quebec Pure Syrup	.80
1 Tin Golden Haddie	.25
1 Tin Tomatoes	.25
6 cakes Surprise Soap	.25
1 Black Knight Stove Polish	.15
1 lb. Swift's Lard	.25
1 lb. Swift's Oleomargarine	.25
1 16-oz. Pure Strawberry Jam	.30
1 pair Mercerised Lisle Hose	.85
Total Regular Price	5.51
Our Cash and Carry Price	5.10
Handed back to customers	.41

If you are not dealing at a C. and C. Store how much will you have handed back to you this month?

We deliver $5.00 orders from 4 p.m. to 6 p.m and on Saturdays. For best service order early. Store opens at 7 a.m., closes at 9. p. m., 7 p. m. Wednesday.

A. R. LATTER, Cash and Carry Store

35 Guelph St. Phone 729 Stratford, Ont.

Canada Food Board License No. 8-140.

The way a Stratford, Ont., merchant is giving force and prominence to the Cash and Carry principle. This reproduction is only one-fourth the size of the original advertisement.

600 AT THE NEXT CONVENTION

CANADIAN GROCER has a letter from a Regina business man making the wager that at the convention of the Saskatchewan Retail Merchants' Association to be held there in 1919 there will be at least 600 delegates. Between the lines one reads there will be some special attractions for the out-of-town merchants that will ensure at least this number. Here's hoping that he may win the wager!

RE LICENSE NUMBER AND EXTRACT RECORDS

Is it necessary for a retail grocer's license number to be stamped on his counter cheque book.

2. Must a retail grocer keep a record of extract sales to comply with the law? —H. B. Marshall, Newmarket, Ont.

Answer.—No. 1. Yes, if it is used as a statement. Any business paper, or stationery leaving the store must bear the retailer's license number.

No. 2. In the Province of Ontario, yes. Under the Ontario Temperance Act the merchant must keep a record of the name and address of purchasers of flavoring extract, in a book kept for that especial purpose.

URGE CAMPAIGN TO POPULARIZE LESSER KNOWN VARIETIES OF FISH

Demand as Yet Largely for Well-known Varieties, Which Are Suffering From Increased Demand—Taste Must be Enlarged if Campaign is to be Successful

Wholesale fish dealers in St. John say that, although efforts are being made to induce householders to order more fish in place of meat in order to conserve the supplies of the latter, it has been found difficult to get people to purchase the cheaper grades of fish. Canadians generally and the people of the Maritime Provinces particularly, a dealer said to the representative of CANADIAN GROCER, have been schooled to eat salmon and halibut and they persist in looking for these varieties instead of ordering cod, haddock and others of the cheaper lines of fish. As a result of this tendency, the consumer may release a certain amount of meat for export but he does not reduce his bills noticeably and the full benefit of the fishery resources of the sea is not enjoyed as it might be. Dealers, both wholesale and retail, say that they have made an honest effort to encourage the use of the cheaper varieties of fish but with little success, and express the opinion that the consumption will be increased but little this year at least. In spite of the fact that cod, haddock, flat fish and other cheaper lines are tasteful and nutritious the people are not accustomed to using them in large quantities and the merchants agree that an extensive educational campaign is necessary if any marked change is to be effected. One of the chief reasons for attempting to educate the people away from their predilection for the costlier varieties is the fact that all come only in certain seasons, while other lines are available the year around. Then again, the halibut fisheries are being depleted and cannot be restored rapidly, as a halibut weighing twenty to thirty pounds probably is forty or fifty years old, and at that they do not spawn so frequently as the shorter lived fish, such as herring, mackerel, haddock and cod. The dealers express their belief in the necessity of keeping up the work of educating the public to a wider use of the more common varieties of fish, but the suggestion has been made that this is a matter to which the government might wel give attention and aid in the necessary publicity work.

MEXICANS TO WORK IN SUGAR BEET FIELDS

Three hundred Mexicans engaged by the Dominion Sugar Company for work in the sugar beet fields of this district have arrived in Chatham, Ont., and they are being assigned to various sugar beet sections of Kent and surrounding counties. The Mexicans will aid the Belgians in caring for the thousands of acres of beets in this district.

Some Important Aspects of Turnover

How Some Present Conditions Demand a Modification of Customary Practice—And Why at the Same Time These Sales Must Not be Forgotten

By Henry Johnson Jr.

A TIME ago a general merchant offered his stock for sale, saying it was a good stock in a prosperous business; and he was honest and sincere. His figures, as he regarded them, justified his view. Now look at the figures:

His sales were $800 per month and his rent was only $25 per month; his stock inventoried $9,000. He made a gross average margin of 33 1/3 per cent., or $260 per month, and, as he was out of debt, he felt he had a good, sound business, well conducted, operating under very moderate expense.

But let us examine a bit.

With $25 per month rent, his other expenses undoubtedly will run to $25 per month more. Then what is the value of such a merchant to his business; what, in other words, would it be fair to pay a man capable of running that business? When you come to that kind of question, you are up against something vital. Much depends on how it is handled. For if this were a $96,000 business instead of $9,600, a capable manager could be hired for around $2,000 or a little over 2 per cent. on sales; while if it were $960,000, the manager might draw from $10,000 to $15,000, or from 1 per cent. to 1½ per cent.

The Irreducible Minimum

Here is a case of the irreducible minimum; that is, a point below which we cannot go because a man cannot live on less than about so much. So let us allow this storekeeper $80 per month, $960 a year, or just 10 per cent. on his sales. Of course, that will seem an outrageous charge against the business; but there are important offsets. The man who runs his own business, if he is capable and careful, will save the business enough from what would be lost and wasted by delegated work to more than offset his enhanced cost to the store.

Here, then, we have expenses of 16¼ per cent. On that basis, the business seems in fine shape. But we have a stock of $9,000 and fixtures and other equipment probably involving a further investment of $3,000 all told, or $12,000 capital. Capital is worth 7 per cent. where that store is, so here is another expense item of $840, making a total expense of $2,400, or just 25 per cent. on sales.

Of course, there is left 8 1/3 per cent., or $800. The man is not on the way to the poor house by any means. But instead of carrying $9,000 of merchandise and turning only about 71 per cent. of his stock each year, taking nearly a year and one-third to turn his stock once, he should have a stock of $2.500 and release $6,500 which he could loan at 7 per cent., thus avoiding $455 of expense and keeping things in much better shape.

For it must be remembered that there is the element of deterioration, of which no account has been taken, which in a general stock turned considerably less than once each year is apt to make sad inroads on values.

What Are Correct Normal Turnovers?

For the guidance of general merchants as well as for the extended knowledge of grocers, it is well to know what are acceptable figures of turnover in various lines. These figures are taken from a well organized department store, as follows:

China and glassware, 1½; gloves, 2¾; shoes, 2½; millinery, 7; men's furnishings, 3½; clothing, 4; domestics, 3½; dress goods, 3; hosiery, 2½; notions, 3; books, 4½ (books run 4 to 7 in various stores). Groceries average over the country between 6 and 7. Except in very exceptional circumstances, they should be turned not less than 10 times; mostly 12 times; in large cities and environs, 18 to 24 times.

But now conditions are such that, as one large merchant puts it, "There is no such thing as turnover to-day. During the past twelve months, turnover has been all shot to pieces." He showed me letters, too, from many large centres in the country, from big merchants, and they all said in substance: "In very many departments, we must forget turnover now. It is all we can do to get goods, and experience during the past year or so has taught us that we must get while the getting is good. The enhanced profits we realize must offset the slower turnover for the present." So such merchants are taking on goods in most lines wherever they can find them, buying for six months, a year and sometimes over a year in advance.

The Danger to Guard Against

The danger to general merchants is indicated by one thing this department store keeper said to me: "My buyers are at me all the time to let down the bars on our turnover requirements. They plead with me to reduce the minimum rulings, on the ground of present conditions. But I absolutely will not listen to that, for I know that if I concede anything now, that new figure will become the maximum afterwards. We should in that case have to build up our rules all over again. So I am making temporary concessions where I know my men are up against it; but always with the understanding that no precedent is established."

Just that danger threatens all business right now. Excess earnings on enhancing values, plus the knowledge that almost anything we buy is bound to go up, plus the further knowledge that we must take things when we can get them even if we carry them longer than our rules admit of, are all factors which tend to lead us on toward reckless purchasing and taking chances. The day of reckoning, when values react and may be tobogganing down the slide more rapidly than they climbed, is very liable to find us unprepared unless we hold fast to our conservatism and sense of proportion.

Grocers Affected, Too

"But how does that affect me?" asks the grocer. "Much of my stuff is under control so that I can take no excess profits." Such a statement indicates carelessness, lack of observation or failure to know what is happening in our business.

For, while it is true that some sixty-five commodities are controlled, it is equally true that those things are precisely the things which we always have been accustomed to sell on exceedingly narrow margins. If anything, we are making a little more on those things now, plus the great safeguard afforded by the absence of the reckless price-cutting competition which reigned before the days of regulation. Hence, on those sixty-five items we are actually much better off than we used to be.

The remainder of our stock, which means the great preponderance of it, among which are all the items on which we always have enjoyed a fair to liberal margin, is in just the situation which affects the dry goods and department store keeper's business. The goods which make up that remainder are scarce and dear, and becoming scarcer and dearer every week. We are told by jobbers and other factors to buy while the buying is good—get all we can and take it now, lest we find ourselves unable to get any a little later on. It is not now a question so much of making a speculative profit on such goods as of having the goods with which to protect our business. So we buy to the limit of our capital and storage capacity.

What is the Safe Middle Course?

What is it wise to do? That is not so difficult a question to solve. As regards the sixty-five items, patriotism, good business sense, and a wholesome respect for consequences all conspire to induce us to follow the regulations precisely. It is good business to buy those things from hand to month, turning them as rapidly as possible—daily, semi-weekly, weekly—to minimize handling and waste and realize the most out of them.

(Continued on page 34.)

THE CLERKS' DEPARTMENT

Giving the Customer a Helping Hand

The Story of the Recumbent Clerk Who Browsed on His Pencil, and How He Lost a Sale

From "The Packer," issued by William Davies Co.

Having entered the store he waited for a few moments, looking around. Presently a young man wearing a white apron, and with a stubby pencil poised delicately behind one ear, detached himself from some place in the back of the store and, approaching languidly, took up a defensive attitude behind the counter.

It was plainly up to the visitor to make the first advance, and he proceeded accordingly.

"I want to give an order," he said, and then continued rapidly: "Pound and a half of bacon—pound of tea—one peck of potatoes—small rib roast—two bunches of rhubarb—three bars of Slippery Soap—three pound pail of——"

"Just a minute."

It was the voice of the young man breaking in, cold, calm and unsympathetic. It choked off the stranger's conversational flow like the turn of a tap will shut off running water.

"Let's have that again."

As he spoke he removed the stubby pencil from its resting place behind his ear, drew from the pocket of his apron a duplicate-order book, opened it, adjusted the carbon sheet, pushed the book well forward, leaned across the counter, in a semi-recumbent attitude, and waited, chewing the end of the pencil and looking sideways through the window at the passers-by.

The visitor began again, this time more slowly. "A pound and a half of bacon—pound of tea—peck of potatoes—let me see. What else was it?"

Stop a minute! He had the list with him—of course. The list that his wife had written out for him before he left home. It was in his right hand vest pocket—no, the left. That was funny. He remembered distinctly putting it—why no! It was in his trousers pocket all the time, with his bills and change. Not there? The other pocket then? No! Well, can you beat that? Ah! Now he remembered! It must be in the inside pocket of his coat folded with—— What! Not there either?

For several moments he stood fumbling in his pockets and turning out their contents. He had about fifteen pockets in the aggregate, but in no one of them could he find the missing list. What had he done with it? He racked his brains and went through mental combing-out processes, but all in vain. He would have sworn he had it in his possession when he left the house! And his wife had impressed upon him to be sure and not forget anything. Well——

"What have you put down?" he asked.

The young man withdrew his eyes from the window, looked at the order book and read out the three items he had entered down. Then he looked out of the window again.

The man gazed anxiously around the store, seeking inspiration. He knew there had been about a dozen items on that list, but for the life of him he couldn't recall them. His mind was a blank.

The young gentleman continued to im-

(Continued on page 31.)

CONTEST FOR CLERKS—$10 FIRST PRIZE

IS the clerk a real salesman? Does he merely hand goods across the counter or does he actually make sales?

We are asking the salesmen and salesladies behind the counter to answer these questions from their own experience.

Here is a contest in which we are anxious that every clerk shall join.

What is the selling power of the clerk?

For the best answer to this question, based on a definite experience, CANADIAN GROCER is offering a prize of $10. For the second best answer a prize of $5. That no clerk may think that this is wasted effort, we will pay $1 for every reply that we are able to use in our news pages.

In this contest literary merit counts not at all. We don't care in what form your answer comes. The prizes will be awarded on the value of the idea and how it actually sold goods. The idea may be a window display, a sales talk, an idea of following up former sales, anything in fact that produced results in sales.

The only conditions of the contest are these:

1.—That the contestant shall refer to sale of some definite line of goods.
2.—That these goods shall have been sold at regular and not cut prices.
3.—That there shall be stated the amount or value, or both, of goods sold within a certain specified time.

CANADIAN GROCER believes that every retail salesman has used ideas to sell goods that have been real winners. Tell us about these ideas.

The contest closes June 22, 1918, and the winners, with their experiences, will be announced in the June 28 issue—an issue that will feature articles of special interest to the salesman behind the counter.

Coming into this contest, giving your story of the best selling experience you have ever had, will make you even a better salesman. Tell in your own words what sales talk you used to create the demand for the line of goods you select. State what quantity was sold in a definite time, such as a day, a week, a fortnight, etc.

Everybody come in!

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - President
H. T. HUNTER - - - - - Vice-president
H. V. TYRRELL - - - - General Manager

THE MACLEAN PUBLISHING COMPANY, Limited

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OFFICES

CANADA—Montreal, Southam Bldg., 128 Bleury Street; Telephone Main 1004. Toronto—143-153 University Ave.; Telephone Main 7324. Winnipeg—1207 Union Trust Bldg.; Telephone 3449.

UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Telephone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Telephone Main 1024.

GREAT BRITAIN—London—The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C. E. J. Dodd, Director, Telephone Central 12960. Cable Address, Atabek, London, England.

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Vol. XXXII. TORONTO, MAY 31, 1918 No. 22

EDITORIAL BRIEFS

A. E. PHILIP, of the Canada Food Board at Winnipeg, stated recently that the order restricting the hoarding of stocks would release 250,000 sacks of flour in the West. If this is true, and it doubtless is approximately so, this order has amply justified itself.

* * *

RECENTLY an unromantic Toronto policeman gathered in a gentleman who was making a fairly satisfactory living selling "love powder." This turned out on examination to be just plain baking powder. At that there might be something to be said for the idea. Baking powder is after all a necessary item in food, which is said to be the directest route to a man's heart.

* * *

H. B. THOMSON, chairman of the Food Control Board, states that it is little short of treason to ignore the object and spirit of the food regulations. To that statement we say Amen. It is possible to differ at times with some of the methods of the Food Control Office, but in the larger aspects of the case their work is of vital importance and their large powers are being wisely used, and the merchant who does not live up to the spirit of the regulations is doing himself and the cause he believes in a great wrong.

* * *

"WHAT about fruit?" queries the Montreal *Star* in a recent editorial and goes on to discourse about present high prices, quite unmindful of the fact that of the fruit it sees at present, cherries and oranges are coming from California, strawberries from Florida and Louisiana, grapefruit from Florida and Cuba and Porto Rico, bananas from Colombia and Guatemala and Jamaica, nothing from nearer than about 2,000 miles, much of it from double and treble that distance. In these days of congested transportation, the marvel is that there is any fruit at all at this time, not that it is high priced.

THE CLERKS' CONTEST

ON the clerks' page of this issue of CANADIAN GROCER there appears the announcement of a contest for the clerks. It is to be hoped that every clerk will consider this proposition carefully, will feel that it is addressed to him personally and will decide to enter this contest. The idea of the contest is to prove first and foremost that the clerk is a large factor in selling goods. That is in the clerks' interest beyond a question. Moreover, it is in the interests of the clerk that he should let people know that he is a selling factor. We believe that many a grocer's clerk is a live, aggressive salesman who need not take off his hat to the best salesman in any other branch of work. We are asking the clerks themselves to prove it and we are expecting a generous response. Don't put this matter off, do it at once.

THE WINNIPEG STRIKE

STREET car men, telephone operators, freight handlers, railway employees, totalling 40,000, went on strike last week in Winnipeg, tying up business considerably. Freight sheds were congested, and it was impossible for jobbers to fill the orders for country merchants. The latter must have suffered considerable inconvenience, but will understand why when they realize what it means for 40,000 men to go on strike.

On Saturday morning, May 25, when the strike had been partially settled, and some of the strikers were at work again, a Winnipeg jobber issued the following message to the trade:

"The strike is over. This is the message that has just come to hand. The negotiations pending for the last few days have resulted in a successful winding up of what threatened to be a most disastrous calamity.

"In so far as we as merchants are concerned the freight tie-up is the most serious thing that we have had to consider. In conversation with the railroads to-day, we learn that the amount of incoming freight held for distribution is something stupendous, and it is very doubtful whether they will be able to move any of these cars that are to be delivered to wholesalers in Winnipeg for some days.

"Now that the strike is over, all outgoing freight will be rushed to destination, and any orders placed with us will be given extra attention so that delivery will be made to you at the very earliest moment. The first shipments leaving Winnipeg may be the only ones that will get through in anywhere near regular time; authorities say the congestion may be most felt after the freight service is resumed."

At time of writing the freight handlers were still out. So the need of patience is all the more pronounced.

Current Events in Photograph—No. 22

AN AMMUNITION DUMP

Every now and then in the official communications from the front comes the word that this or that ammunition dump has been bombed. Very few people have any idea just what an ammunition dump looks like. In the accompanying official Canadian photograph is seen one of these dumps behind the Canadian lines. It gives some idea of the havoc that might result from high explosive bombs dropped in such a location.



GIVING THE CUSTOMER A HELPING HAND

(Continued from page 29.)

bibe nourishment from the end of the pencil and to gaze vacantly into the street. Would he not suggest something?

He would not.

Presently the stranger's gaze alighted on a basket of eggs. Ah! There was one of the things he had to order, anyway. "A dozen eggs," he said, and the languid gentleman added this item to the list and then waited some more—in silence.

"I can't think what else it was I wanted," said the man at last, still fumbling for the list and striving to recollect. Still the semi-recumbent figure uttered no word—made no suggestion—offered no help.

After standing a while longer, cogitating and arriving at no further solution, the visitor asked the clerk to add up the bill and parcel the goods, saying he guessed "that would be all now, anyway." Which the young gentleman did. And the customer took his departure, together with the package.

One hour later the same man might have been seen buying the balance of the goods he had forgotten. It appears that he had found the list (it was on the table at home) and consequently he had had to come back. But do you think he returned to the store where he had purchased the first three or four articles?

He did not.

This time he went to the store where the clerks neither subsisted on lead pencils nor had to recline on the counter for physical support. He visited a store where they had real, live, on-the-jump salesmen with ideas—men who could rattle off a whole string of suggestions—men who knew how to be helpful. He patronized a store where they retailed quality plus service—a place where the salesmen were trained to do some thinking as well as the customer, and where they wouldn't let you go out until you had everything you wanted!

Let us be thankful that the limp, spineless, suggestionless type of counter-recliner is rapidly passing into the discard and soon will be no more. The retail merchant views his departure without weeping or lamentation, and the customer is not likely to go into mourning when he is gone.

In his place appears the keen, alert, anxious-to-please salesman who knows his goods and his customers, and who isn't afraid to offer a suggestion or to render a service without being asked. When a customer is in a quandary as to what to buy he will straightaway name, not one or two, but a score of articles she is likely to need—helping here—suggesting ideas there—doing all he can to solve her buying problems and to make her shopping experience a pleasure.

It is thus that pleased customers are made—that friendly feeling is created—that sales are built up—that confidence is established.

To a salesman of this latter type, who had taken a great deal of trouble to help a customer with her purchases, the purchaser said, appreciatively: "You are very kind."

"Not at all," he said. "That's what I'm here for."

Do all your salesmen work for you in that spirit, Mr. Retail Merchant?

CANNED CORN FOUND SATISFACTORY

A report upon the examination of 207 samples of canned corn purchased by inspectors of the Inland Revenue Department in August, September and October of last year has been submitted by Dr. A. McGill, chief analyst of the department. Dr. McGill finds that with a single exception the net contents of the cans closely approximated 20 ounces. With few exceptions the solid contents approximate 18 ounces, which may be regarded as a normal amount, and in almost every case the corn was found to be in good condition.

A MESSAGE FROM 1859

More than half a century ago a man asked these questions:

"Unquestionably it will take more labor to produce fifty bushels of wheat from an acre than it will to produce ten bushels from the same acre; but will it take more labor to produce fifty bushels from one acre than from five? Unquestionably thorough cultivation will require more labor to the acre, but will it require more to the bushel?"

There is only one answer now, just as there was only one in 1859, when a tall man asked the questions in an address before the State Agricultural Society of Wisconsin. He was Abraham Lincoln.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

WHAT AMOUNT OF FLOUR AND SUGAR CAN GROCER SELL?

What is the maximum quantity of flour and sugar a retail grocer can sell to any customer under present regulations?

S. V. Skellen, St. Martin's, N.B.

Answer.—There is no definite amount stipulated in any of the regulations. The householder living within 2 miles of retailer cannot stock more than 15 days' supply of flour or sugar, if 5 miles away 30 days' supply, if more than 5 and less than 10 miles away 60 days' supply, if ten miles away, 120 days' supply. Retailer should not sell more than he knows customer could use in the time stipulated. Otherwise the holder is compelled to return it and the merchant must accept it again.

TO OBTAIN CANADIAN GROCER.

How can I be a member of your CANADIAN GROCER?

———, Grant, Ont.

Answer.—The subscription price of CANADIAN GROCER is $3 a year. Send money order for that amount to CANADIAN GROCER, 153 University Ave., Toronto, and it will be mailed to you every week.

REGARDING KEEPING BOOKS

I have a license as a general merchant. Do I have to write up every article sold for cash or for credit?

C. C. Fehr, Halbstadt, Man.

Answer.—You have to keep some sort of books No need to keep individual record of cash sales, the total will do. Credit accounts should be properly recorded.

LICENSE NUMBER ON COUNTER CHECKS

1. Is it necessary for a retailer to put his license number on counter checks? 2. Can we resell white flour that has been returned by your customers?

H. B. Urquhart, Weyburn, Sask.

Answer.—1. If checks are not used as an invoice the license number is not necessary. If amounts of previous sales are carried forward, however, license number must appear.

2. You can lawfully resell the flour.

ABOUT SUGAR

1. How much sugar can a merchant have at a time? 3. How much can consumers have at one time? 3. Does the new principle govern a merchant having stocks on hand?

Answer.—1. The merchant may carry a normal 60-day supply. 2. Consumers living within 2 miles from licensed dealer 15 days' supply; living more than 2 and less than 5 miles from licensed grocer, 30 days' supply; if more than 5 miles and less than 10, 60 days' supply; if 10 miles or more, 120 days' supply. The regulations apply to stocks on hand—any retailer or consumer holding more than the supplies noted must return them to the party from whom they were purchased.

NOW WE MUST KEEP BOOKS.

Enquiries have been received from a goodly number of correspondents regarding the system of book keeping suggested in an article by Henry Johnson, Jr., entitled, "Now We Must Keep Books." Mr. Johnson writes later that while the system is good there are intricacies which have made it unworkable without considerable help from the inventor, who does not seem willing to back his scheme with such aid. We regret therefore, that we cannot assist our readers in this matter.

CANNOT MAKE SEIZURE

A produce dealer owes me for 300 pounds of butter. The account is beyond question but the man refuses to pay up. The man is doing an extensive business in cream buying. The cream is bought in his own name and turned over to a wholesale creamery. Can I in virtue of my claim against him make a seizure of his cream?

S——, Ontario.

Ans.—You cannot make the seizure you suggest. Better take an action against the man and get a judgment, then the bailiff can discover if he has any seizable assets.

WHERE TO GET RUBBER STAMPS

Where can I get rubber stamps with retail grocer's license number.

W. P. Lundy & Co., Thessalon, Ont.

Ans.—Stamps can be obtained from the following firms: W. E. Irons & Co., 30 Temperance Street, Toronto; C. W. Mack, Adelaide Street West, Toronto; Superior Manufacturing Co., 93 Church Street, Toronto; Wilson Stationery and Printing Co., 118 King Street West, Toronto; Hamilton Stamp and Stencil Co., Hamilton; J. H. Dickson, Calgary, Alta.; Vancouver Stencil and Seal Co., Vancouver, B.C.; Montreal Stencil Works, Montreal; Walker & Campbell, Montreal; Pritchard-Andrews Company, Ottawa, Ont.; T. J. Moore & Co., Quebec City; London Rubber Stamp Company, Halifax, N.S.

RETAILER MUST STAMP MATCHES ON JULY 1.

Is it necessary from now on for merchants to place stamps on each box of matches?

R. E. Harris & Sons, Wolfville, N.S.

Ans.—After July 1 it is necessary for every dealer, whether wholesaler or retailer, to place a stamp of 1 cent for every hundred matches on any matches in his stock remaining unstamped. Manufacturers are required to put stamps on all goods after April 30. The retailer may dispose of his stocks on hand till July 1 without stamps.

PRICE FOR RETURNED FLOUR

Several farmers who bought enough flour last fall to last them for a year have enquired whether they are compelled to return all flour that they cannot use immediately. What is the law in this matter? Are we authorized to pay market price or price paid by the farmer for the flour?

M. Freedman, Ponteix, Sask.

Ans.—If the farmer lives within 2 miles of the grocer he may have 14 days' supply on hand; if more than two and less than five miles he may have 30 days' supply; if more than five and less than ten miles away 60 days' supply; if over ten miles distant 120 days' supply. The balance must be returned.

It must be received by the dealer if in good condition and paid for at purchase price or at the market price on April 20, 1918, whichever price is the lower.

THE STATUS OF FARMERS' CLUBS

Some time ago I purchased a car of sugar for my customers. This order was, however, cancelled by the Food Controller. I understand that there is an order prohibiting the holding of more than a certain amount of flour and sugar. Now I understand that there is a farmers' club who have purchased a car of sugar. This same club, I believe, claims that they do not need a grocer's license. Will these farmers' clubs and co-operative concerns be permitted to operate without a license and how will they evade the law?

——— Cottam, Ont.

Ans.—The farmers' club requires a license to do business. If they are operating without one report them to the Canada Food Board, Ottawa. Also they are bound by the same conditions as to the amounts their customers may buy as the grocer. See answer to former enquiry for amounts their customers may carry. Your protection is to make them obey the law. You can report them and the local authorities will be instructed to take up the prosecution. You need not appear in the matter.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

Peter F. McKenna, one of the leading citizens of St. Stephen, N.B., where he conducted a grocery business, died recently at the age of fifty-eight years.

David Dougherty, formerly with Baird & Peters, St. John, and now engaged in business for himself in Vancouver, returned recently to St. John for a visit and has been warmly greeted by old friends in the trade.

Walter L. Doherty, secretary of Hall & Fairweather, Ltd., and W. J. Wetmore, New Brunswick, manager for Moirs, Ltd., have returned to St. John after a six weeks' trip in which they visited the Pacific coast, returning via the United States.

Hibbert H. Shatford, merchant, of Mill Cove, son of the late Daniel Shatford, of Mill Cove, passed away recently. He had been in the grocery business for over twenty years, a partner of the firm of H. & L. Shatford. Mr. Shatford was 58 years of age. Six weeks ago he suffered a paralytic stroke. He is survived by a wife and five children.

P. L. Smithers, president and managing director of the Booth Fisheries, Limited, was in St. John this week inspecting the large plant now under construction for his company in West St. John. He expects to see the plant in operation by the middle of June or the first of July and, during the sardine season, will give employment to about 250 persons.

The Bay of Fundy fisheries are coming nearer to meeting the demand this week than has been the case at any time previously this season. The first mackerel of the season were taken this week and catches have been large. Pollock also are coming in strong and are bringing good prices, with a brisk demand for the entire catch. Large schools of sardine herring have struck the bay and are making up for the scarcity which has existed. Night work has been necessary at several of the canning plants to care for the fish. Lobsters continue small and scarce with prices high.

James Stephenson, who had conducted a retail grocery store in Marsh road, St. John, for many years, died recently at the age of seventy-seven. His son George has been associated in business with him, another son is with Jones and Schofield, wholesale grocers, and another is employed in the city market.

A local business men's committee has been organized in St. John for the purpose of co-operating with the Canada Food Board in carrying out the food regulations. Those present at the organization meeting were: Dr. W. C. Kierstead, provincial representative of the Food Controller, E. A. Schofield, chairman of the provincial executive; Walter S. Potts, inspector under the Act; A. H. Wetmore, wholesale grocer; Walter Gilbert, retail grocer; J. H. Bond, restauranter; J. A. Kennedy, meat packer; Alex. Fowler, flour miller; H. C. Harrison, grain and feeds; W. T. Leonard, fish packer, and George Dickson, meat dealer. A. H. Wetmore was elected chairman and R. E. Armstrong secretary. Considerable time was devoted to discussion of flour and sugar regulations, Dr. Kierstead explaining that householders having broken packages in their homes would not be molested but that, when these were exhausted, further supplies must be purchased only in small quantities. The codification and simplification of the various food regulations was suggested and the Food Board will be asked to advertise more fully the various regulations, so as to simplify the work of the merchants in dealing with their customers. The co-operation of all dealers in carrying out the regulations will be sought, with every prospect of complete harmony. C. J. Dodley of the Canada Food Board will address a meeting of those interested in various lines affected by the food regulations in St. John this week.

Quebec

Rheault & Ouellet, general store, Disraeli, Que., have dissolved partnership.

Ruel & Morin, general store, St. Francis Xavier de Brompton, Que., have dissolved partnership.

G. B. MacCallum & Co. have moved from 101 to 401 Swift-Copland Building, where they have more room for a growing business.

Cecil T. Gordon, Dominion Canners' representative in Montreal, has been confined to his home through an attack of blood poisoning. We are pleased to state, however, that Mr. Gordon is able to be in his office again.

John M. Taylor, of John M. Taylor & Co., commission merchants, Montreal, died in Montreal on Saturday morning last. He had not been in the best of health for some time, but his death came as a great surprise to his many friends. He leaves a wife, one son and one daughter.

OFFICIAL WORD RE TEA

Respecting War Excise Tax payable on tea, I may state that in respect to tea which remained unsold on the 30th day of April, 1918, retail dealers shall only pay War Excise Tax upon the amount held by them at the close of that day in excess of one thousand pounds.

R. W. BREADNER,
Commissioner of Taxation.

Ontario

Daniel Stewart, Pike Bay, Ont., suffered loss by fire recently.

W. O. Bundy, Linwood, Ont., has sold to A. H. Terrill.

A. G. Snider, Vandorf, Ont., was a Toronto visitor recently.

A. Spears, Balsam, Ont., was a visitor in Toronto during the week.

John R. Gurd, broom manufacturer, London, Ont., has suffered fire loss.

Thos. Watson, grocer, Norwood, Ont., is closing out business.

J. M. Watson, grocer, Havelock, Ont., is closing out business.

Geo. Stewart of D. Stewart and Sons, Thistletown, Ont., was in Toronto last week.

L. Lacombe, general store, Norman, Ont., has been succeeded by J. E. LeBlue.

John Booth, of Toronto, has taken over the management of the Kingston branch of the William Davies Co., Ltd., succeeding A. G. Andrews.

A. G. Andrews, who for the past eighteen years has been the manager of the Wm. Davies Co., Ltd., in Kingston, Ont., has associated himself with Anderson Bros., Kingston.

A joint stock company is being formed by Anderson Bros., in which Mr. Andrews will have a substantial interest and their business will be still further enlarged and expanded.

O. S. Matchett of Goheen and Matchett, grocers, Peterborough, Ont., was in Toronto over the holiday and few days following on a pleasure and business trip combined. He motored from Peterborough.

A petition, which is being circulated by local butchers, grocers and clothing merchants of Sarnia, Ont., for a half-holiday, is being largely signed, and it is expected that the half-holiday off will go into effect shortly.

Samuel Suddaby, who for nearly fifty years has been a resident of Brantford, Ontario, the bulk of which time he was engaged in the grocery and butchering business in the west end of the city, died recently after a brief illness in his 74th year.

The first conviction for food hoarding in Sault Ste. Marie, Ont., was made recently in the Police Court, when Magistrate A. Elliott fined John Wrona, a foreigner, $100 for having ten and a half bags of flour in his possession. Wrona explained that his brother had previously been in the bakery business, and had left the flour at his house when he had gone out of business, but the fact was established that Wrona was keeping it for his own use, hence the conviction.

Western Provinces

Razel Bros., Winnipeg, have been succeeded by Zacour Bros.

E. B. Cryderman, Colfax, Sask., has sold to A. Canovar.

A. Chaifetz, Leader, Sask., has sold to the Prelate Farmers' Trading Co.

W. H. Ratte, general store, Pasqua, Sask., has sold to A. Yokom.

J. Adilman, Portage la Prairie, Man., has been succeeded by S. Terniack.

J. R. Perrault, Aubigny, Man., has discontinued business.

Pollard and Company, Redcliff, Alta., have dissolved partnership.

Sam Feebler, Maybutt, Alta., is selling out.

F. L. Payne, Calgary, Alta., has advertised his business for sale.

Fire recently did some damage to the store of John Uhryn, Wakaw, Sask.

James Rollo has joined the staff of W. L. MacKenzie & Co., Winnipeg.

J. H. More, Creelman, Sask., has sold out.

Longthorne & Cunningham, general store, Forward, Sask., have sold out.

Bering & Feder, grocers, Winnipeg, Man., have suffered fire loss.

A. La Chapelle, general store, Labroquerie, Man., has sold to C. De Gagne.

G. Frank F. Brophy, Bow Island, Alta., has been succeeded by Michael J. Brophy.

W. J. Rushton, general store, Keyes, Man., has been succeeded by Max Warhaft.

E. J. Tichner and Co., Lethbridge, Alta., have opened a branch at Coalhurst, Alta.

A. Mirochnik, grocer, St. Boniface, Man., has been succeeded by Geller & Risberg.

E. W. Jackson, grocer, Winnipeg, Man., has been succeeded by J. C. Teeple.

F. A. Moull, formerly with Gallagher Holman Lafrance Co. Ltd., Winnipeg, has joined the staff of Watson & Truesdale, Winnipeg, covering Manitoba on detail work.

R. P. Eades, general store, Ernfold, Sask., has dissolved firm partnership.

The High River Trading Co. of High River, Alta., sold their business recently to Bethard Bros., who are now busily engaged taking stock. Messrs. Bethard Bros. are well known in the section, having been engaged until a year ago in the stock business west of High River.

The principal portion of the business section of the town of Entwistle, Alta., was recently destroyed by a fire of unknown origin, which started in the Farmers' Hotel, owned by Martin Tufty. Among the places of business burned was the general store of Elsie Bruce McPhee and Company, with a loss of $30.000; John Reid's flour and feed store, $3 000.

COFFEE FOR BOYS AT THE FRONT

The G. Washington Coffee Sales Co., New York City, have turned their entire output over to the United States Government for the benefit of the overseas forces in the front line trenches.

ENOUGH SUGAR FOR PRESERVING

Situation Improving, and Better Now Than it Has Been During Past Year. Transportation Difficulties the Cause of Shortage

"That outlook on the whole is fairly promising, and with manufacturers loyally complying with the government's order regarding the use of sugar I think there will be plenty for the needs of the preserving season now at hand." So said George W. Brown, assistant general manager of the Atlantic Sugar Refineries Ltd., to CANADIAN GROCER this week.

Mr. Brown thinks there is no cause for alarm and that the sugar situation is well in hand, all things considered. Much depends upon shipping, and the government is doing much to see that the various refineries are supplied with all that can be given them to ensure their operating. The pressing needs of the users will at least be met.

An interesting feature was referred to by Mr. Brown when he stated that the bulk of San Domingo sugars were landed at New York. The boats would not come further, and the difficulty was that of getting supplies forward from there to the refineries in Canada. The line handling most of these raws was overtaxed with business, and in one instance a boatload of raws that had been delivered to a pier in New York had lain there until the return of the ship with a second cargo.

"The way the situation looks at present Canada will have enough sugar for her needs, and I would say that the situation to-day is better than it has been for a year," concluded Mr. Brown.

DEATH OF J. PASCALL

The death took place in London, Eng., on May 10, of James Pascall, J.P., head and founder of the Pascall confectionery firm, to which he gave his name.

Mr. Pascall was born in Croydon, Eng., 80 years ago. He remained in business till a few weeks ago.

VEGETABLE OILS TREBLE IN VALUE

Importation of vegetable oils and material for their production has trebled in value since the beginning of the war. With the demand for animal fats for the men in the trenches, people at home have turned to vegetable fats to take the place of the meats, butter, cheese and condensed milk, which they are sending to the battlefields. In addition to this, the war itself has made great demands upon the vegetable oils of the world by reason of the fact that they contain a large percentage of glycerine, which is now required for the manufacture of high explosives. A compilation by the National City Bank of New York shows that the United States alone, although the world's largest producer of cotton seed oil, imported in 1917 approximately $75,000,000 of food oils and materials for their production, about one-fourth of this coming from the Philippine Islands.

DATING CANNED GOODS

(Continued from page 22.)

faction of Congress that goods hermetically sealed are as good ten years after date of packing as when first sealed, and showed that the date on the label would not protect the consumer, but would work a great hardship to packers, wholesalers and retailers, as the public would naturally insist upon having cans with current labels, and as a consequence this clause was not inserted in the Pure Food Act.

It is evident, therefore, that there is nothing to be gained, and a good deal to be feared from any action tending in this direction.

SATURDAY NIGHT SHOPPING

(Continued from page 23.)

out the church. Body, mind and soul need development. If you don't go to church you become lop-sided. A man cannot afford to starve one-third of his body. Apart from the moral effect of going to church yourself, it tends to promote the moral standing of the community and, if you like, it gets you business."

A. E. Clemens, hardware and grocery dealer, Sedgewick, Alta.—"The education of the rural community is very important. We are building a consolidated school in our section, which will enable us to have our domestic science and training rooms, etc., for the education of the growing girl or boy. Carrying this farther, the roads are going to be improved around our town, which is bound to be a great benefit to all."

IMPORTANT ASPECTS OF TURNOVER

(Continued from page 28.)

The other lines should be handled with the greatest care and all the skill of which you are capable. Each article must be purchased on its peculiar merits with proper regard to its place in your own business. If it is something on which you have a trade, so that you must have about so much of it, and if it is increasing in cost, buy it well ahead and keep a good stock. But in this case, as in the case of all articles except the sixty-five, **get the retail price justified by the current market value.**

Remember that it is useless to provide against market shortage and higher prices if you are not going to get the benefit of such provision. You must get that benefit; you must take all advances; for those are precisely the articles on which you are most certain to get caught when the inevitable decline comes.

These are some of the important ways in which rules may be disregarded temporarily at this time. These are always the reasons why those rules must not be forgotten, but remembered more accurately and keenly now than usual.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE sugar situation shows visible signs of easing away as far as the question of supplies is concerned, and distribution is on a far more liberal scale than for months past. A shipment of approximately 6,500 tons of Hawaiian raws has reached Vancouver, and with the balance of 25,000 tons due will do much towards relieving the shortage at the Coast.

The advance in Japan teas of 8c per pound, announced last week, along with the new tax and handling charges will result in prices this year ranging at least 20c per pound higher than last year's quotations.

Business generally is somewhat quiet, though greater interest in summer lines is manifest.

MONTREAL—The better position of refined sugar this week is to be welcomed, and elsewhere reference is made to this improvement in supply. A good demand exists for many lines, and there is just the one difficulty with many commodities—that of securing ample supplies.

Price changes are few. Cod liver oil, peanut butter, canned asparagus, jelly crystals, arrowroot biscuits and Tarragona almonds are marked up, and also matches.

Small adjustments have been made in the price of millfeeds, and the demand for these still is good, notwithstanding the splendid grazing now afforded. For substitute flours there still is an active demand at prices mentioned in the market list.

Starches of various kinds are in active demand, and a good season for these is expected. Tea trading still is reported fair, notwithstanding the effect anticipated by many which the new taxes would have on its sale by the jobbing trade. Conditions are quite satisfactory.

TORONTO—The recent fire on the Fraser River, when three large canneries with 27,000 cases of fish were destroyed, will prove a severe loss to the fishing industry. Heavy export demands on spot stocks have been made which has brought supplies available to a comparatively low point, and canned salmon at to-day's prices looks like a good buy.

Prices on dried fruits are expected about June 1, and that these may be set by the United States Government would not be any great surprise to the trade. A big crop of apricots is looked for, but peaches will fall below last year's mark. Prunes are also expected to be a considerably smaller crop than last year. A shipment of Australian currants is expected to reach the city shortly.

The strength of the spice market is revealed in further advances being recorded during the week. Lines on which prices have stiffened are pickling spice, paprika, mustard seed, celery seed and nutmegs. Supplies are becoming increasingly hard to get, and when present stocks are exhausted the future holds little promise of renewal.

Cereals have registered substantial declines during the week, practically all lines being affected to some extent. Substitute flours seem to have overcome the period of depression noticeable in the United States market for some little time past, and this is reflected in a stiffening of prices on corn flour, on which supplies are again becoming scarce. This will have a tendency to react on prices locally, and the decline on corn flour is likely to be short-lived.

WINNIPEG—Rice continues to show added strength, and Siam is to-day bringing $50 per ton over last year's contract price. There is little hope that lower prices will prevail, even with the advent of the new crop in November, owing to the heavy increase in ocean freight rates already made, with further increases possible.

The output of the milling companies is still going largely into Government hands, the Wheat Export Co. exerting every effort to secure promised allotment of flour up to the end of June. Domestic orders coming to hand are subjected to careful scrutiny before being filled; orders which the millers think are too heavy are cut down considerably, and orders for districts which millers believe well supplied are not filled at all.

The demand for rolled oats is very light, and the market shows a somewhat downward tendency. Packages are selling at $5.65, but lower prices are talked of. Large shipments of oatmeal are being handled by the Wheat Export Co., and there is an indication that some mills will sell practically their entire output for June through this channel.

Cornmeal is reaching the market in much better supply, the output of American mills being greatly increased. In fact, some of the American mills, it is said, are devoting their entire energies now to the manufacture of corn products. A somewhat lower price is looked for in view of prevailing conditions.

QUEBEC MARKETS

MONTREAL, May 29th. — The trade conditions keep up reasonably well. For staple goods in particular a very satisfactory volume of business is reported. Changes have not been numerous, but the undertone in general is a firm one and revisions will be necessary from time to time as stocks become depleted.

Peanut Butter Up; Arrowroot; Cod Oil

Montreal.

PEANUT BUTTER, ARROWROOT, ETC.—In the changes of the week peanut butter shows an advance of two cents a pound to 29c. Arrowroot in 7-pound tins is advanced 3c per pound to 25c. Weir Jelly Crystals were selling on the basis of $6.88 per gross and now are $9.00. Cod liver oil in bulk has been further advanced 50c per gallon to $4.50-75.

Jobbers Better Able To Meet Sugar Demand

Montreal.

SUGAR.—Refined sugar can be said to be more plentiful and the general outlook is more favorable. This is reflected in the reports from jobbing circles where some of them have been able to sell to their trade more nearly the quantities asked for. In some cases for instance, where one sack of sugar had been delivered to a customer previously, two are now given, that is, in certain periods where the supply from the refinery has permitted this. More equitable distribution is now being effected generally. Prices are held without any changes whatever as follows:

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	**8 90**
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	**8 80**
Special icing, barrels	**8 70-9 05**
Icing (25-lb. boxes)	**9 10-9 40**
Icing (50-lb. boxes)	**8 90-9 20**
Diamond icing	**8 70-9 05**
Yellow, No. 1	8 10
Yellow, No. 2 (or Golden)	8 00
Yellow, No. 3	7 90
Powdered, barrels	8 60-8 95
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 10
Crystal diamonds (boxes 100 lbs.)	9 10
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

Canned Goods Steady; Asparagus Up 25c

Montreal.

CANNED GOODS.—There is an advance this week of 25c per dozen in the price of American asparagus. "Mammoth greens" are selling now at $4 per dozen. In a general way the situation on canned goods is that of a fairly steady demand at full prices. As the request comes in from outside points much stock is absorbed, and in being able to get lots of special brands some of the jobbers have been able to take care of quite a nice business. The outlook is for a pretty thorough clean-up on many lines before the new pack is available.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Asparagus (Amer.) mammoth green, doz.	....	4 00
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85

CANNED SALMON GOOD BUY NOW

During the past week the fishing industry sustained a severe fire loss, three large canneries on the Fraser River being destroyed, including 27,000 cases of fish sold for export and awaiting shipping space.

Spot stocks of fish are practically exhausted in the United States, and a recent order from the Italian Government covering 50,000 cases has eaten well into Canadian holdings. Apparently the only unsold portion of last year's pack at the coast consists of Chums and a few odds and ends. In view of this, canned salmon would look to be good buying at to-day's prices.

Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Bean Sales Continue; Split Peas Down 50c

Montreal.

BEANS.—Notwithstanding the fact that there is little activity in the bean markets in some quarters there are parts of this district where a continued use of beans makes for maintained sales on a fair basis. The use of the best grades obtainable is generally the rule, and these are held on the basis of quotations appearing below. No feature of outstanding moment has developed during the week. Split peas are down to $9.50 per bag, a decline of 50c.

Beans—		
Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	9 50	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Tapioca Is Scarce; Rice Prices Firm

Montreal.

RICE AND TAPIOCA.—The markets are quite unchanged, and prices, while firm, are not altered. Some are experiencing a shortage of tapioca. There is a fairly good demand for this at prices named below. Rices still hold their firm position, and sale for them is very fair and seasonable. At present the outlook is such as to ensure the trade being supplied with ample quantities for its needs.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 60
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15'	0 16

Jobbers Sales Tea Still Maintained

Montreal.

TEA.—In spite of the fact that the new taxes on tea were expected to stop trading for the present to a great extent, it is learned that there is still a very fair volume of business. In so far as import orders are concerned of Japan teas these are being taken on the basis of the new prices and are confirmed in accordance, together with freight added. They will come forward in bond in due course. For these the outlook as reported to CANADIAN GROCER by a large direct importer is for still higher markets. In a general way prices are quite well established on the new basis.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

For Maple Products Demand Equals Supply

Montreal.

MAPLE PRODUCTS.—The sale of maple sugar is reported to be very good, and for syrup it is even better than the supply is always able to meet. However, lots are coming forward from various points from time to time, and while there is a condition occasionally of temporary shortage this is from time to time overcome. Prices are naturally firm, and sugar brings around 22c per pound and syrup from $1.90 to $2.00 per gallon.

Imperial measure. The smaller tins are slightly higher proportionately, while in kegs a price of about $1.80 is obtainable.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal...	....	1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Molasses Used Up; Fair Syrup Sales

Montreal.

SYRUPS AND MOLASSES.—The molasses coming to hand has been in good demand, so much so that supplies are absorbed quite as fast as they are delivered. Supplies have been received in frequent rotation by some jobbers, and with the condition as to delivery once they are received it makes the spot situation one in which markets are not supplied with much surplus to meet extra demand. Prices are fully maintained. Syrup sales, both those of cane and corn brands are maintained on a fair basis and prices rule with no changes recorded.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25
Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs	8 00
Half barrels, per 100 lbs	8 25

Barbadoes Molasses—	Prices for Island of	Montreal
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Peaches And Apricots Selling Well

Montreal.

DRIED FRUITS.—The sale of peaches and apricots is reported to be good. Of the former the supply is not large and is gradually diminishing. For prunes, dried apples, etc., there is also a reasonably good sale, but the difficulty of securing supplies to replace is the feature giving greatest concern to the jobber. Some belated shipments come forward once in a while and this tends to ease the situation temporarily. Raisins being so scarce, those having a supply of them are considered fortunate.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)—		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatels, loose, 2-crown	....	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	6 84
Do., Dromedary	....	7 92
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (mats)	....	0 12
Figs, Portuguese (mats)	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 17
California, 40-50s	....	0 13½
25-lb. cases, 50-60s	....	0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s	....	0 10
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Peanuts Maintain Higher Figure

Montreal.

NUTS.—Peanut prices have been readjusted to meet the present conditions. These are to be had still in fair quantities, and there is really a well held trade for these. In view of the whole market situation it will not be surprising to learn of an active season, jobbers very probably realizing that they can do no better than to buy at present rather than pay higher figures for their needs later. On the whole there is nothing in the list with easing tendencies, and prices are firm for practically everything with changes probably on some as the supply lessens. Tarragona almonds in one quarter are advanced one cent.

NUTS.—The situation on nuts was

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	....	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 72
Walnuts (Marbots), in bags	0 22	0 24
Walnuts California), No. 1	....	0 24

NEW MATCH PRICES

Changes have been made in the price of some of the regular lines of matches, the most important being on several lines handled by the retail trade throughout the country. These are as follows:

Buffalo Silents, per case	**$7.80**
Silent Parlor, 500's, per case	**8.30**
„ „ 200's, per case	**4.25**
Pony, per case	**6.40**
Home matches, 100 box, per case	**5.40**
Golden Tip Silents, per case	**8.05**
Royal George Silents, per case	**7.05**
Eddy's Safety, per case	**8.60**

Moderate Flour Demand; Feed Prices Adjusted

Montreal.

FLOUR AND FEEDS.—The sale of war standard flour is now on quite a settled basis and may be stated as quite confined to fair volume. The big business in flour is naturally with the export trade, and this is continuously active. In the matter of feeds one miller has readjusted prices to a higher level, and the range of quotations appears below. For the various kinds there is a maintained demand notwithstanding the fact of grass being plentiful. Tempting prices for cheese and for cream make it worth while to force milk production, and this is effected to a greater degree through the employment of at least some percentage of feed. Bran is in greater demand than obtains some seasons and the price of this and that on shorts remain unchanged.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	....	35 00
Shorts	....	40 00
Crushed oats	64 00	73 00
Barley chop	73 00	76 00
Barley meal	[illegible]	[illegible]
Feed oats, per bushel	....	1 04

Cereals Unchanged; Substitutes Active

Montreal.

CEREALS, FLOUR SUBSTITUTES.—The position of cereals is one of no material change. Adjustments of prices are made from time to time as jobbers' supplies are absorbed and they have to replace, but the market is about as it was. The situation with regard to rolled oats is as unsettled as ever. Some anticipate higher prices, but in the meantime the position is somewhat weak. Cornmeal is available in requisite quantities to meet the fair demand existing. In flour substitutes there is much activity, and the consequence has been a pretty well maintained price all around. Corn flour is selling at $6.50, and rice flour at $9.00 in bag lots.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 90	7 00
Barley, pearl	7 75	8 75
Barley, pot, 98 lbs.	6 50	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	5 65	6 50
Rice Four	....	9 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 25	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	9 50	11 25
Rolled oats, 90-lb. bags	5 35	5 80
Rolled oats (family pack.), case	5 50	5 75
Rolled oats (small size), case	2 07½	2 12½
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots, 98 lbs.	8 50	8 75
Self-rising flour—		
3-lb. pkgs., doz.	....	2 80
6-lb. pkgs., doz.	....	5 50

Spice Markets Hold Very Firm

Montreal.

SPICES.—While some of the spice men are still waiting to readjust their prices on peppers, the tendencies are to higher levels, and importers here say

that there are lower prices for some lines being quoted in Montreal than elsewhere. Sales are just fair, but there seems little inclination to seek much business under the present condition of supply and price. No actual changes are made.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	....	0 35
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Paprika	0 45	0 50
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Coffee is Steady Prices Hold

Montreal.

COFFEE.—Sales are maintained on a satisfactory basis, with the new prices applying to the various grades. Stocks here are quite ample of such grades as are obtainable. The trading outside in New York is quiet, and conditions are somewhat more unsettled. Prices asked by the jobbers here are based on the various grades as follows:

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)	....	....
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Lemons Go to $8.00; Pineapples Lower

Montreal.

FRUITS.—The trading in fruits is quite active, with sales made on somewhat more favorable basis for pineapples and oranges. The latter have not changed in price at all, but the range on pineapples is less. Grapefruit prices also are more inclined to advance, and revision was made in some quarters to 25c increase per case. Cherries from California are lower. The banana market still is very firm, and prices hold, with some advancing their quotation 50c per bunch.

Apples—		
Ben Davis	3 25	4 00
Russets	4 50	5 00
Nonpareil	5 00	5 50
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Pewaukee, No. 1, bbl.	....	6 50
Do., No. 2, bbl.	....	5 50
Baldwin, No. 1 bbl.	4 00	4 50
Stark, No. 1, bbl.	....	4 50
No. 2	....	3 75
Boxed apples (all sizes)	2 75	3 00
Bananas (fancy large), bunch	5 00	5 50
Cherries (California), box	....	3 75
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	....	5 00
Grape fruit (fancy Porto Ricos) 54, 46	....	4 75
Lemons (fancy new Messina)	7 50	8 00
Lemons (choice)	....	7 00
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 50	7 25
Oranges, Porto Ricos	....	5 50
Oranges, Californa navels	6 00	7 50
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Oranges (Sorrentoes), 200 size	....	5 00
Pineapples, Cuban (crate)	5 50	6 00
Pineapples, Florida	5 50	6 00
Pears, eating (doz.)	0 30	0 60
Strawberries (box) (quarts)	0 18	0 25
Watermelons (each)	....	0 50

CASTOR OIL PRICES

The situation on castor oil has been one of some unsettling features. Now, for the time being at least, there has been a readjustment that permits of a schedule being adopted to meet the needs of the bottled sizes, and these are given as follows:

One ounce bottles, per doz.	$ 0.95
Two " " "	1.75
Three " " "	2.50
Four " " "	3.25
Six " " "	4.75
Ten " " "	7.50
Sixteen " " "	12.00

Cucumbers and Tomatoes Scarce

Montreal.

VEGETABLES.—The markets are quite active, and trade last week was good, with a promising outlook for this. Cucumbers are very scarce, and the price is high. Tomatoes also are scarce, as are turnips. New carrots and beets are to hand and selling at $2.25 per hamper. Western grass asparagus is obtainable at $1.50 per basket. Green and wax beans are coming in well, and for any of the early grown vegetables produced locally there is a good sale.

Asparagus (doz. bunches)	....	3 00
Asparagus, Western Grass (bask.)	....	1 00
Beans, new string (25-lb. basket)	....	4 00
Beets (60-lb. bag)	....	0 75
Beets, new (hamper)	....	2 25
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	2 00	3 00
Cabbage (new), hamper	....	1 50
Cabbage (New Florida), crate	....	3 00
Carrots (bag)	....	1 25
Carrots (new) hamper	....	2 25
Celery (Wash.) doz.	....	2 00
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers (hampers)	....	5 50
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (3 doz.)	2 50	2 75
Lettuce, Montreal, head (doz.)	....	1 50
Lettuce, Montreal (box)	....	3 50
Leeks	....	2 50
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (70-lb. bag)	....	1 00
Onions, red (100-lb. bag)	....	2 50
Onions, spring, doz.	....	1 50
Onions (Texas), No. 1 yellow, etc.	....	2 75
Do., No. 2 white wax (crate)	....	2 75
Do., Silver and Red (crate)	....	3 25
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 40
Peas (in hampers)	....	4 00
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 65
Potatoes, new, Florida	4 50	4 75
Romane	....	0 50
Radishes (doz.)	....	1 00
Rhubarb, doz. (Montreal)	0 25	0 40
Spinach (bushel)	....	1 50
Turnips (Montreal), bag	....	1 50
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, fancy (crate)	....	8 00
Tomatoes, choice (crate)	....	7 50
Watercress (Can.)	....	0 50
Watercress (Amer.)	....	1 00

ONTARIO MARKETS

TORONTO, May 29.—Cereals show a decline during the week, thus featuring markets which, generally speaking, are rather quiet. There have been some changes made in miscellaneous lines during the week, including matches, mustard, lamp burners, baking powder, and some lines of spices have undergone further revision upward. Advances in orangeade, lemonade, and grape juice are reported in some quarters. Business, though fair, is rather on the quiet side.

Sugar Much Easier; Hawaiian Raws Arrive

Toronto.

SUGAR.—The position of sugar continues to ease off materially, and indications are that very good shipments are reaching the local market. The tone as regards supplies is now such that where retailers can secure a little surplus this should be done, so that the preserving season will find them in a better position to take care of their customers' requirements. Improvement in the situation at the coast will be felt in the arrival of the first shipment of Hawaiian raws to the amount of 6,500 tons. This is to apply on a total of 25,000 tons, and should afford a considerable measure of relief to refiners and dealers in that territory. Prices held unchanged for week.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	9 07
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refiinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic and Acadia differentials: In 50-lb. bags there is an advance of 10c per 100 lbs. for extra granulated; in 20-lb. bags, 20c per 100 lbs.; 30c per 100 lbs. in 10-lb. gunnies, and 40c per 100 lbs. in 5-lb. cartons, and 40c per 100 lbs. in 2-lb. cartons. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Matches Go Higher; Other Lines Revised

Toronto.

MATCHES, OTHER LINES.—A further revision has been made in prices applying on matches, and it is now

thought prices listed herewith will form the correct basis for this commodity. Silent parlor are now listed at $17; golden tips, $16.75; Buffalo, $16.50, and home, $11.45. Sal soda A. & H. is selling at $2.15, and crystal the same price. Dalton's orangeade and lemonade have advanced in some quarters, splits selling at $1.40 and large at $3 per doz. Marsh's grape juice, 50c size, one dozen to case, is selling at $4.50 case; the 25c size, two dozen to case, at $4.60, and the 10c size, six dozen to case, at $5. Royal baking powder is selling in 4-oz. size at $1.65 dozen; in 6-oz. size at $2.46; in 8-oz. size at $3.10, and 16-oz. size at $5.90. 1900 dairy baking powder has advanced, the 8-oz. selling at $1.70, 16-oz. at $2.50, and 5-lb. at $11 dozen. Keen's D.S.F. mustard has been revised in some quarters to 69c per pound in 1-lb. tins, 71c in ½-lb. tins, 75c in ¼-lb. tins, and 84c in 2-oz. tins. Lamp burners A. have been advanced to 90c per dozen, and B. to $1.10; the Perfect A. & B. selling at $1.75 dozen. Lantern burners are quoted at $1.85.

Molasses Holds Firm; Syrups Unchanged

Toronto.

MOLASSES, SYRUPS.—The market on molasses has held firm and unchanged during the week. A fair demand is reported, though the movement is not heavy.

Syrups are unchanged, the demand being seasonable and prices firm.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	5 50
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb...	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy, Barbadoes, barrels	....	1 00
Choice Barbadoes, barrels	....	0 90
West India, ½ bbls., gal.	....	0 56
West India, No. 10, kegs	....	6 50
West India, No. 5, kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	....	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Fair Movement In Canned Goods

Toronto.

CANNED GOODS.—A very fair movement of canned goods is reported, and some distribution to Western Canadian points is reported. A very fair consuming demand is apparent, and stocks in jobbers' hands are reaching a comparatively low point, though the feeling generally is that there will be sufficient to carry through until new pack is available. Prices show no change in figures below.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	2 00	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Midget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin	0 82	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45

BAKERS TO USE SUBSTITUTES?

There is a rumor to the effect that bakers will shortly be compelled to use 10 per cent. substitute flour in the manufacture of bread—rye flour, barley flour, corn flour, or oat flour being mentioned in this connection. There was an intimation that this might become effective around June 1, but there would hardly be time now to secure stocks. One prominent Toronto baker stated that he believed such a ruling would become effective, though he hardly thought before June 15.

Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Awaiting Development In All Dried Fruits

Toronto.

DRIED FRUITS.—There seems to be a tendency towards awaiting developments in respect to all dried fruits. Reports indicate that a large crop of apricots is expected, but peaches will be short compared with last year. A much shorter crop of prunes is also expected than that gathered last season. New prices are expected around the end of this week, and that the Government will set these would not be at all surprising. A shipment of Australian currants is expected to reach the city shortly.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Tea Holds Firm; Fair Movement Reported

Toronto.

TEAS.—Teas have held firm and unchanged during the week, with a very fair movement reported as developing. The new prices on Japan teas announced last week, representing an advance of 8c per pound along with the tax of 10c and charges for handling, will mean a cost at least 20c higher than last year. As noted elsewhere, all retailers are exempt from taxation up to 1,000 lbs. stock held on April 30. The clearing up of this point will be welcomed.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Moving; Price Holds Unchanged

Toronto.

COFFEE.—Coffee is enjoying a very fair movement, and no great difference has been made in the demand by higher prices established. Quotations have held firm at new levels.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Spices Show Firmer Tendency

Toronto.

SPICES.—The strength of the spice market, as outlined in CANADIAN GROCER during the past few weeks, is further revealed in a stiffening of prices on many lines. During the week pickling spice, paprika, mustard seed, celery seed and nutmegs all show revision upward, and cream of tartar also shows an advance. Supplies are increasingly hard to get, and dealers see little chance of renewing present stocks, which grow lighter daily. The present range of quotations follows:

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Picking spice	0 22	0 30
Peppers, black	0 43	0 46
Peppers, white	0 47	0 49
Paprika, lb.	....	0 55
Nutmegs, selects, whole, 100s	0 45	0 48
Do., 80s	....	0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 38	0 45
Celery seed, whole	0 50	0 65
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	1 00 0
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Nuts Hold Firm And Unchanged

Toronto.

NUTS.—There has been no change in the situation during the week. Prices have been firmly maintained, and a very fair movement is reported. New shipments of Jamaica cocoanuts are being offered at from $7.50 to $8 per 100.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 23	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 17
Cocoanuts, 100s	7 50	8 00
Shelled—		
Almonds, lb.	0 45	0 50
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 70	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Beans Are Steady; Little Movement

Toronto.

BEANS.—Prices have held steady during the week, and very little movement is reported. Quotations range as follows:

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 50	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 19	0 22

Firm Position Holds In Rices; Hard To Get

Toronto.

RICES.—The firm position holds, with little changes during the week. Stocks are in very good shape, but indications are that further supplies will be increasingly hard to get. The present range of quotations is:

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Package Goods Hold Unchanged

Toronto.

PACKAGE GOODS.—There is no change reported in the package goods situation. Prices have held firm, and a fair, seasonable demand is being taken care of.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 85	6 35
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

NEW PRICES AND NEW SIZES ON TOBACCOS

Stocks of tobacco are gradually assuming shape with the new sizes now being turned out and the new scale of prices effective on a few lines, which shows the general trend, are reproduced herewith:

MacDonald's Tobaccos—		
Smoking—Brier, 8s	$1.40	lb.
11s	1.45	"
Index 11s	1.43	"
British Consols, 5s	1.65	"
Ingots, R. & R., 8s	1.65	"
Chewing—		
Prince of Wales, 8s	1.40	"
11s	1.45	"
Napoleon 8s	1.40	"
11s	1.45	"
Cut Tobaccos—		
T. & B. 12s	1.45	"
Orinoco 12s	1.45	"
Old Chum 14s	1.16	"
Meerschaum 12s	1.44	"
Imperial Mixture, 1-5s	2.42	"
Clubb's, ½s, tin	1.50	"

Movement Of Maple Syrup Light; Honey

Toronto.

HONEY, MAPLE SYRUP.—There is a limited amount of maple syrup moving and the price of $2.25 per Imperial gallon tin is firmly maintained, with other sizes correspondingly quoted. There is little honey available and little demand.

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	....	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	....	18 50
No. 3, 32-oz. bottles, 24 to case	....	16 70
Gallon tins, Imperial, per gal.	2 00	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Strawberries Easier; Lemons, Oranges Up

Toronto.

FRUIT.—An easier tone is noticeable in regard to strawberries during the week. Arrivals are reported from Virginia, Delaware and Maryland of fair quality. Quotations range from 23c to 32c per quart box. California lemons are very firm, though unchanged, but Messinas offering are up to $6.50 to $7 per box. Oranges have undergone revision upward, quotations in some quarters reaching as high as $8.50, though the usual run of prices is as given below. The first shipments of Cuban pineapples are in and reported very fair quality. Prices range from $5.75 to $6.50 per case, 24's or 30's. Porto Ricos will be cleaned up fairly well during the week, it is expected. Georgia peaches have arrived, 6-basket crates ranging around $4.50.

Apples—		
Winesaps, box	3 75	4 00
Ontario—		
Baldwins, No. 1, bbl.	....	7 00
Do., No. 2, bbl.	....	6 00
Do., No. 3, bbl.	....	3 00
Starks, No. 1, bbl.	....	4 50
Do., No. 2	....	3 50
Ben Davis, No. 1, bbl.	....	6 50
Do., No. 3, bbl.	3 00	5 00
Spy, No. 3, bbl.	....	4 00
Bananas, yellow, bunch	4 00	4 50
Do., per lb. (crates extra)	....	0 07
Cherries, Cal., box	3 50	4 50
Grapefruit—		
Floridas, 36s, 46s, case	....	6 50
Do., 54s, 64s, 80s, 96s	6 50	7 00
Oranges—		
Valencias—		
96s	....	6 50
100s	6 00	6 50
126s	....	7 50
150s, 176s, 200s, 216s	7 50	7 75
250s	7 50	7 75
288s	6 50	7 50
324s, 360s	5 00	7 00
Lemons, Cal., case	6 50	7 50
Do., Messinas, box	6 50	7 00
Peaches, Georgia, 6 bas. crate	....	4 50
Pears, Cal., box	....	....
Pineapples, Porto Rico, cs. 24-30s	6 50	7 00
Do., Cuban, cs. 34-30s	5 75	6 50
Strawberries, pints, 24s	....	....
Do., quarts	0 23	0 32

New Vegetables Easier; Lettuce Up; Cabbage Firm

Toronto.

VEGETABLES.—A somewhat easier tone is remarked in new vegetables, asparagus, wax beans and carrots all registering declines. Lettuce has stiffened somewhat, leaf being quoted as high as 40c dozen bunches, and head lettuce sell-

ing at $1.25 to $1.50 dozen. A shipment of Louisiana cucumbers is expected in, to sell at about $6 crate. Cabbage has firmed up slightly, all grades being up about 25c crate. Florida tomatoes are about done, and a heavy advance is reported, prices running from $7.50 to $8.50 per case. Mississippi flats are now being offered, though prices are not yet available.

Asparagus, Canadian, doz.	0 75	1 00
Artichokes, Cal., doz.	....	1 25
Beans, wax, hamper	3 00	3 75
Do., green, hamper	2 50	2 75
Beets, new, hamper	....	1 75
Brussel sprouts, quart	....	....
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	2 75	3 00
Do., Carolina, crate	2 75	3 00
Do., Mississippi, crate	3 00	3 50
Carrots, bag	....	....
Do., new, hamper	1 25	1 75
Cucumbers, hothouse, basket	....	3 25
Do., Louisiana, crate	....	6 00
Lettuce, leaf, doz. bunches	0 25	0 40
Do., head, doz.	1 25	1 50
Mushrooms, basket	....	3 25
Onions—		
Texas, 50-lb. crate	2 25	2 50
Parsnips, bag	....	0 75
Parsley, doz. bunches	0 85	0 90
Parsley, doz. bunches	....	0 85
Peas, green, new, hamper	....	3 75
Potatoes —		
Ontario, bag	....	1 65
N.B. Delawares	1 75	1 90
Florida, bbls.	....	5 50
Do., bushel basket	....	2 00
Spinach, Canadian, bushel	1 75	2 00
Rhubarb, dozen bunches	0 20	0 40
Tomatoes—		
Floridas, 120s, 144s, 180s, case	7 50	8 50
Turnips, bag	....	0 65

No New Development In Flour Situation

Toronto.

FLOUR.—There have been no new developments in the flour situation during the week, everything running along in the prescribed channels. New business is not being solicited by any of the millers, and regular customers' orders are carefully scrutinized before shipment is made.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Mill Feeds Show No Revision

Toronto.

MILL FEEDS.—There has been no revision effected in mill feeds during the week. The demand has eased off considerably, and prices remain as established.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40

Cereals Experience Some Declines

Toronto.

CEREALS.—Declines have been registered in the majority of cereals, barley, hominy, rolled oats, oatmeal, corn meal, and corn flour all undergoing revision downward. Reports from the United States indicate that corn flour is stiffening on the American market, and supplies again becoming scarce. The period of antipathy to substitutes by the consuming public seems to have been overcome again, and the sale is again proceeding favorably. This is being reflected in corn flour, as mentioned above, and will, it is thought likely, have a similar effect here, which will overcome the present decline. The various quotations now ruling are:

	Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	7 20	8 25
Barley, pot, 98s	5 85	6 25
Buckwheat Flour, 98s	....	6 50
Cornmeal, 98s	6 25	7 00
Corn flour, 98s	6 50	6 25
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 25	5 50
Oatmeal, 98s	6 00	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, May 29.—There has been a marked tendency upwards on the part of rice during the past week; nevertheless, Winnipeg jobbers have not been disposed to place orders, feeling that the consumption would fall off on account of the high price. Millers at the Pacific Coast, however, advise that this has not been the case there, and that the demand has never been so keen for rice as it has been to-day. This miller states further that they are running overtime to keep up with the demand.

THE WEEK ON SUGAR

In speaking with a representative refinery this week it was stated to CANADIAN GROCER that the release of more raw sugar had materially improved the position on refined. Supplies had been increased through the receipt of some raws that were destined for a refinery across the border. Owing to some labor trouble there these could not be utilized at the time and were sent on to Canada. This was one factor in making an improvement much desired. With sugars afloat destined to St. John and New York the outlook continues to improve, and all refiners seem to have larger supplies than for some months.

Rice $50 Per Ton Above Last Year's Price

Winnipeg.

RICE.—The market continues to advance, mainly owing to scarcity of tonnage. Siam rice is to-day bringing $50 above the contract price of last year. There is no possibility of rice being any cheaper until the new crop comes in next November; if it is any cheaper then it will only be slightly.

Extra fancy, Japan, 100-lb. bags		0 10½
Fancy Japan, 100-lb. bags		0 09½
Choice Japan, 100-lb. bags		0 08½
Siam, 100-lb. bags		0 09¼
Tapioca, lb.	0 13½	0 14
Sago, lb.	....	0 11

Herrings Coming From B.C. In 10-Lb. Kegs

Winnipeg.

CANNED FISH.—Orders are being booked here for sockeye and cohoes, new pack, and some firms are taking orders with a guarantee of 100 per cent. delivery. However, they do not expect a big pack. Herrings are now being brought in from the coast in 10-lb. kegs to replace those formerly brought in from Holland.

Jobbers Are Not Buying White Beans

Winnipeg.

BEANS.—The market as far as sales to jobbers are concerned is very quiet, and sales seem to be few and far between. It would seem from this that supplies of beans in the hands of the jobbers should be fairly large.

Rolled Oats And Cornmeal Both Decline

Winnipeg.

FLOUR AND FEED.—Mills in Western Canada are still pretty well tied up by the Government, who are taking their flour for overseas purposes. The domestic demand is limited owing to the efforts of the mills to curb domestic trade in order to let the Wheat Export Co. get the amount of flour promised up to the end of June. Every order coming to the mills is severely scrutinized before shipped; if there is too much flour in the order, or if the millers think that there is plenty of flour in that community, the order is not filled. The mills lately circularized the trade to find out the amount of flour in each district.

Rolled Oats—The tendency for this market is still downward, and there is a very limited demand. Quotations are in the neighborhood of $4.30 for bulk. Packages are selling at $5.65, but this price is not in line with the price of rolled oats to-day. It should be much lower than this. Some of the mills are not worrying over the rolled oats market, as they have sold considerable of their output in oatmeal to the Wheat Export Co. The probabilities are that some mills will sell practically their total output to the Wheat Export Co. for June; the latter are anxious to ship all the oatmeal they can, as boats will not be available for shipping after that month.

Feeds.—The situation is the same as it was. The demand for bran and shorts is in excess of supply. Nevertheless, the West will be able to help the East shortly; the demand is dropping off here, which seems to indicate that the cattle have been sent out to graze.

Cornmeal—Supplies of cornmeal are coming in much better; in fact, many American mills who formerly manufactured wheat products only are now con-

(Continued on page 47.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, May 28.—A few Ashcroft potatoes came on the market this week, and are selling for $45. Other root vegetables are holding up well. Eggs went up 1c a dozen this week, but Albertas may not retain it, as there has been a drop in price in that province. Butter has gone up 1c in Alberta, and the next carload coming here will mean a local advance. Lard is steady. There is a marked increase in the demand for cheese. Apple stocks are dwindling, and increased demand for oranges is noticeable.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	....
Do., Siam, No. 2	1 85	1 90
Rice, China, 44 lb. mats, No. 1	1 90	1 95
Do., No. 2	1 75	1 89
Do., Japanese	2 10	2 15
Beans, Japanese, per lb.	0 09	0 15
Beans, B.C., white	0 14½	0 15
Potatoes, per ton	....	40 00
Lard, pure, in 400-lb. tierces, lb.	....	0 33
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 49	0 50
Cheese, Canadian	....	0 25¾
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	0 45	0 51
Oranges, box	....	7 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., May 28.—The market situation in the Regina district is very quiet, with comparatively few changes to be noted. A 20c advance is reported in rolled oats, the new quotation being $4.70 for bails. Bacon is higher at 47½c. Strawberries and a few cherries and other lines of new fruits and vegetables are now on the market.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 20
Molasses, extra fancy, gal.	....	0 [illegible]
Rolled oats, bails	....	4 70
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	11 25
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 47½
Eggs, new-laid	....	0 38
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 35
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 65
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., May 28.—A shipment of Manchurian shelled walnuts has just arrived; halves are 65c; broken, 53c. Prices are likely to be higher on whole cloves and on black and white pepper. Campbell's soups, Prince of Wales and Brier tobacco, and George Washington coffee have all advanced this week. There is talk of another advance on cigarettes. Compound lard is down 1c. Choice evaporated peaches are offering at from 14½c to 17c; choice apricots 26½c to 29c. Sockeye salmon halves are quoted from $17 to $18.25. New-laid eggs are selling from $11 to $11.50. The movement of margarine is slow. Corn 2's are quoted at $5.60 to $5.90.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 70	4 85
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt.	....	10 60
Cheese, No. 1, Ontario, large	0 25½	0 26½
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	....	0 40
Lard, pure, 3s, per case	....	19 80
Eggs, new-laid, case	11 00	11 50
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 9[illegible]	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	....
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	0 14½	0 17
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	17 00	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	7 50	8 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

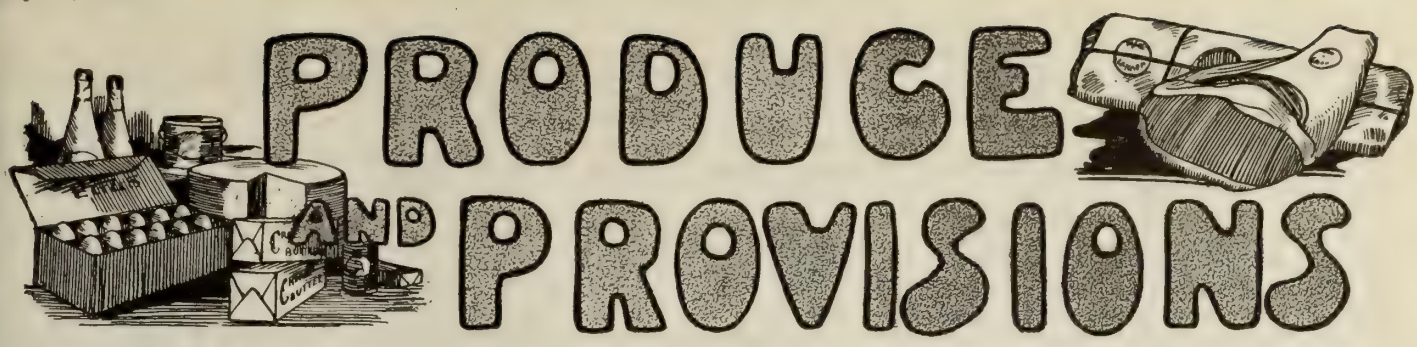
St. John, N.B., May 28.—The tobacco situation is still much disturbed by new Excise duties. Changes in various lines are being reported daily, and jobbers are finding it difficult to keep pace. Dealers are protesting against the expectation that they should sell matches at the old price plus Excise tax, as the addition of tax more than doubles cost, thus cutting what easier, 34c to 35c being the quoted price. Canadian onions are off the market. Bermudas and Texas onions, 50 pounds, selling at $3. All lemons higher at $7.50 to $8. Oranges are also showing a higher tendency, $6 to $9 being the prices quoted. Grapefruit is easier at $6.50 to $7. Bananas are now quoted at 8c to 8½c per pound.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	12 00
Beans, yellow-eyed	....	10 00
Beans, Canadian, white	....	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	....	0 25
Eggs, case	0 34	0 35
Breakfast bacon	....	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 43	0 44
Butter, tub	0 40	0 42
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	61 00	64 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
Native, barrel	2 80	3 00
Onions, Bermuda	....	3 00
Lemons, Cal., Messina, case	7 50	8 00
Oranges, California, case	6 00	9 00
Grapefruit, case	6 50	7 00
Pineapples	7 00	8 00
Bananas, per lb.	0 08	0 08½

NOT ANXIOUS FOR ONTARIO GOVERNMENT FISH

There are little hints of difficulty in the adoption of any system of fixed prices. The Ontario Government has fixed the price of fish sold by them, and to quote from the *Kingston Whig*: "It is evident that the local dealers do not want to handle the supplies of Ontario Government fish which have been offered to the city. Some have been approached by members of the city council but they claim that after allowance has been made for deterioration in the fish, and the cost of keeping them, there is little profit in the sale."



Sells 500 Pounds of Fish a Week

Combination of Meat and Grocery Business Makes Possible a Better Handling Equipment, Which Helps Sales—Find the Two Departments Materially Aid One Another

BY a judicious combination of the grocery and meat business the J. J. Hatley store, Orillia, Ont., has been enabled to build up a large business. A. E. Hawkins, the manager of the grocery department, stated emphatically that the combination was one that meant improved opportunities and enlarged sales. Other merchants in the town paid an unconscious tribute to the effectiveness when they stated that the store did a good part of the business with the summer resorts around the district because they were able to supply meat as well as groceries. Unquestionably this combination has proved a trade builder for the store.

Handle Fish Throughout the Year

Moreover, there is another item of trade that has been stimulated by this combination. The store has built up a large business in fish through their ability to handle it in the best possible manner throughout the entire year. Other stores, of course, handle fish, but are not equipped to handle it as satisfactorily, and do not make such a feature of the business. This store during the past year has had a weekly average sale of 500 pounds, the biggest sale that they have ever had. They are well equipped to handle this business. They have a large artificial ice machine that provides for seven cold storage rooms and two refrigerated show cases. This, of course, gives the store unrivalled facilities for handling this trade. It is an equipment that would not be available in a grocery store. The fish are handled in a room behind the grocery department. There is a large ice box in the centre of the department, and around it cleaning tables for the fish.

Meat and Grocery Businesses Not Kept Separate

The meat department is a large, bright, airy store, that is connected with the grocery department by a wide archway about half-way down the store. Opening on the rear of this archway is a glass-faced office that serves both departments. There is no effort made to keep these as two separate businesses. The buying in the different departments is, of course, done by the manager of that department, but other than that there is no effort to differentiate between the two elements of the store's trade. One set of books is kept, and there is one system of charging and delivery. This may have some disadvantages, they are willing to admit, but it has proved a satisfactory system with the store. When a customer is sold an order in the grocery department and has other things to buy the bill is sent over and the other items added. It saves double entries for the customer, and in the opinion of the management tends to encourage an interest in both departments.

The Service Rendered

The main appeal for business, however, is on the service rendered and the method of rendering. The grocery store carries a complete stock and displays the goods attractively. They take pride in having the goods. The meat department, too, is supplied with all the latest selling and handling equipment. Meat cutters and choppers the store finds are a material element in bettering the service and encouraging trade.

In the matter of the sale of fish referred to above, there has been no special campaign to build up business other than the fact of always having it on hand. Fresh supplies arrive almost daily, and this fact becomes widely known. The result naturally enough is that the people who want fish think of the J. J. Hatley store as the natural place to get it, and in that way the business has built itself up. Facilities for handling have, of course, made it possible to stock a fairly large and reasonably extensive stock of fish, and to be able to supply them in first-class condition. That is not the least of the benefits resulting from the fortunate combination of the meat and grocery business.

Commission to Protect Lobster Fisheries

Lobster Fisheries Almost Cut in Half Owing to Excessive Fishing—A Close Season Advocated With Permanent Restrictions on Size of Lobsters to be Taken

THE future of the lobster fishing and canning industry in the Maritime Provinces is seriously imperilled by the rapid depletion of the fisheries. Those interested in the various branches of the business fully recognize this, but competition has made it difficult for individuals to put into effect measures which would aid in conserving the lobsters. The Federal Government has been interested in the matter and is now carrying on an educational campaign in the hope of bettering conditions but restrictive methods and even entirely closed seasons may be found necessary if the lobster is not to disappear from Maritime waters and take its place in history merely as a memory.

Professor A. P. Knight, who occupies the chair of animal biology in Queen's University, and who is a member of the Dominion Biological Board; Dr. M. Macgilivray; Professor McClement of Queen's University; Professor Cachon of Laval University and Andrew Halkett of the Department of Marine and Fisheries are now travelling through the lower provinces in the interests of this movement.

In explanation of their mission, Dr. Knight, who styles himself a missionary preaching the salvation of the lobster, said that they would visit the canneries and try to enlist the owners in the conservation of this form of sea food which soon will disappear unless steps are taken to save the young. He has given careful study, extending over a considerable number of years, to the lobster and has arrived at certain conclusions which will be laid before the fishermen and the canners and their support for legislation to protect the lobsters will be sought.

Professor Knight pointed out that in New Brunswick the quantity of lobsters canned had fallen from 2,500,000 in 1897 to 1,500,000 in 1916, and live lobsters from 22,000 cwt. in 1897 to 11,000 cwt. last year. This falling off, he said, was due to over-catching, for the fishermen were taking more than the race could possibly breed. In support of this contention that the fishing is excessive he drew attention to the fact that, while since 1897 the number of canneries had decreased by fifty, the number of traps set had increased.

Propagation by hatcheries had proved a failure, he said, and the hatcheries would be closed up. Reports from the superintendents of the fourteen hatcheries had shown that not more than two-thirds of the eggs hatched into fry. His own investigations indicated that not more than twenty per cent. of the eggs produced fry that could be put back into the sea. Two years ago he had conducted tests at the Bay View hatchery and, when the time came to put the fry into the sea, not more than twenty per cent. had survived. A little better showing was made at the same hatchery last season, but at Georgetown, P.E.I., out of 62,000,000 eggs, less than 100,000 fry were put into the sea. Herrick, the best authority in America, estimated that one fry in every five to fifteen thousand lived to adult age and figured that, on this basis, each fry would cost the Government $2.50, without including the overhead cost of the hatchery.

In order to save the lobster industry from destruction, Professor Knight advocates the same close season for each of the ten districts. He would make the open season the months of October and November, or as a compromise from September 15 to November 15. He says that lobsters should be given the same protection as game birds and big game, which are protected during the mating season, and with the lobsters this season is from the beginning of June to the end of September.

With regard to the size of lobsters caught, he would establish a minimum of nine inches and a maximum of twelve inches, with the requirement that all under or over these limits should be put back. He also favors absolute prohibition of lobster fishing for three years and in the future would set aside certain bays in which no traps should be set and where the lobsters might find sanctuary.

The problem was discussed from the point of view of a packer with Richard O'Leary of Richibucto, N.B., one of the largest packers of the Maritime Provinces. "There is only one way, to my mind, of protecting the lobster industry in these waters, and that is by licensing the lobster fishermen," said Mr. O'Leary. "Under present conditions we can ask our fishermen to conserve the seed lobsters, but I do not think we will be very successful. License every fisherman and, if he is found taking seed lobsters out of the seas and 'brushing' them, revoke his license." Mr. O'Leary explained that the term "brushing" meant removing the eggs from the lobster's body in order to pass the inspector and sell the catch.

"In my opinion the authorities made a grave mistake in extending the fishing season by one month last year," he continued. "Usually the lobsters caught on our shores average about one pound each and a ton of lobsters should average 2,000. Last season I saw a ton of lobsters that contained 5,600 odd, making the individual average about two thirds of a pound. These lobsters never should have been caught as they had not arrived at maturity. If you eat your breakfast at midnight you won't find it on the table in the morning, and if we catch the lobsters when they are immature we cannot catch them when they are full grown. That was what was done last year. The season was extended a month and a vast number of the young were caught.

"The outlook for the lobster industry is extremely blue at present. The capture of the young lobsters last year has ruined the prospects for this year and the authorities must accept the responsibility."

Mr. O'Leary said that he has given orders that any fishermen bringing in seed lobsters will be dismissed and he finds that the men are obeying orders.

Regarding the visit of the experts appointed by the Government, he was not too sanguine of the results.

Grocer Can Sell More Fresh Fish

Profit to be Made in Selling Fish Can be Increased Through Wise Handling—Sell Fresh Fish and Co-operate With the Jobber and Producer

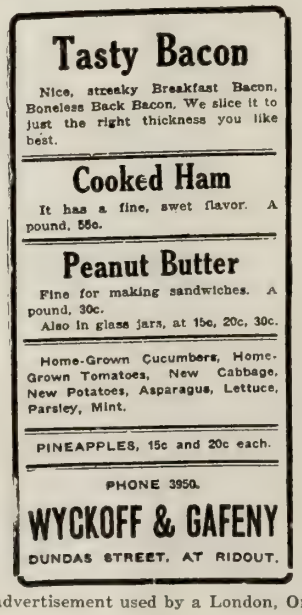
"THE sale of Atlantic sea fish has increased in Ontario 500 per cent. in nine months' time," was the statement by A. H. Brittain, managing director of the Maritime Fish Corporation concerning the improvement in demand there for certain kinds of fish.

"The grocer can sell a great deal more fish and he can make a good profit on this too if he will take a little trouble and use care in looking after his stock," added Mr. Brittain.

One of the best ways at this season of the year to secure a percentage of the fish business by grocers is that of offering to the trade good fish, and Mr. Brittain stated that to sell fresh fish the employment of the fish boxes sent out at a reduced price to the trade would meet the need of the average retail grocer. Crushed ice is used to keep the fish in the best prime condition while being transported and this is desired by the trade in as tempting a condition as it is possible to deliver it.

A Wider Demand Needed

One of the best means toward reducing fish prices and making them attractive is that of selling more fish. At present and for some time past there has been a shortage of certain kinds of fish, and the clamoring for these has boosted prices sky high. "Now," as further pointed out to CANADIAN GROCER by Mr. Brittain, "there is plenty of good fish which may be had in ample quantities at a price that is not prohibitive." Take pollock for instance. This is a fish recommended by the Canada Food Board and which has been found to possess excellent qualities. It is palatable and nutritious. Just now it is in good supply at a low price and could be retailed for 10c pound. The retail grocer can do much by keeping in close touch with his trade and by recommending certain kinds of fish that can be obtained in good quantities. To sell 1,000 pounds of fish in a week or a few days, is nothing, and if turnover be increased the price to the consumer can be kept low and a good profit made. If the grocer who has not a fish department will create one he will help himself toward making more money and would as well be a factor in increasing the activity of the fishermen and the conservation of other foods so much needed.



A neat advertisement used by a London, Ont., firm.

Increased Demand Means Lower Prices

"If the demand for fish can be improved, as it can be, and the transportation companies are shown how they can afford to make a regular shipment to given points promptly, they will ship the fish and ensure in this way a good supply for the grocers of a certain town or district. Refrigeration service will ensure the product reaching the retail store in A1 condition, and the proper co-operation by grocers and others in a town or city will make this possible."

TO SAVE 50,000 TONS OF SUGAR IN U. S. IN SOFT DRINK TRADE

Bottlers of soft drinks in the United States may save approximately 50,000 tons of sugar annually by using other sweetening materials is the contention of the U. S. Department of Agriculture, according to investigations by specialists of the Bureau of Chemistry, United States Department of Agriculture. The Bureau is preparing to furnish bottlers with sweetening formulas that will allow the actual sugar content in soft drinks to be cut to 50 per cent. or less and at the same time will preserve the customary taste and quality of the beverages. Starch, sugar, starch syrup, maltose syrup, and honey are the substitutes used.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

PRICES on creamery butter have declined slightly during the week, and an easier tone generally is felt in respect to this commodity. Supplies are reported available in greater volume, and production is expected to show further improvement in another week or ten days, when full pasture is provided. Dairy butter is scarce and no change in prices reported. The position of margarine is rather quiet at present, quotations, however, being firmly maintained.

A decline has been registered in prices on eggs to the trade, and buyers intimate that at country points they are now able to secure supplies at a somewhat better figure. Receipts have been very good, and consumption fully maintained. Heavy storing is expected during the next week or two before the advent of hot weather.

Decided improvement has been shown in receipt of fresh fish during the week, and a splendid demand is manifest. Additions to the list of fresh sea fish include mackerel, flukes and sea bass. Haddock has declined 1c per pound, other lines holding unchanged.

Live hogs are expected to reach a $20 level, which means a decline over prices prevailing last week. Some slight revisions in dressed meats have been made, hams and backs being slightly firmer and bacon a little easier in some quarters.

Bacon Up 1c.; Hogs Easier

Montreal.

PROVISIONS.—The fact that high prices have militated against active demand for hogs is responsible, apparently, for a reduction in the price of hogs this week. As pointed out to CANADIAN GROCER by a large abattoir, the prices are such as to prevent big business, and as a consequence the market has ruled quiet. Receipts continue to be light. Twenty and a half to twenty-one cents was paid this week, and this is a decline from last week of 1½c. For dressed hogs prices are held without change. Bacon has been moved up 1c per pound, the demand being good and supply not increasing under the outlined conditions relating to hog delivery. Boiled and roast shoulders are each up 2c.

Hogs, dressed—		
Abattoir killed, small, 65-99 lbs.	29 50	30 00
Do., heavy, 225-275 lbs.	29 00	31 00
Hogs, live	20 50	21 00
Hams—		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
Backs—		
Plain	0 42½	0 43½
Boneless, per lb.	0 45½	0 46½
Bacon—		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27½	0 29½
Long clear bacon, small lots	0 29	0 30
Fat backs, lb.	0 29½	0 28½
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, per lb.	....	0 48
Shoulders, boiled, per lb.	....	0 44
Shoulders, roast, per lb.	....	0 46
Barrel Pork—		
Canadian short cut (bbl.)	....	$60 00
Clear fat backs (bbl.)	....	61 00
Short cut clear pork (bbl.)	....	60 00
Bean pork (bbl.)	....	54 00
Heavy mess pork (bbl.)	....	55 00

Lard Sales Good and Price Holds

Montreal.

LARD.—The position on lard is held without change. Business keeps up and demand for this is quite steady from all points. The undertone is maintained, with prices held, and no revisions whatever are made.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 34

LARGE INCREASE IN EGGS STORED

The United States Government report on eggs put into storage to May 15 shows a decided increase over last year's figures. Figures secured show 439 houses storing for a total of 4,130,723 cases. In 1917 there were 419 houses storing for a total of 3,436,216 cases, and 1918 figures for the same number of houses reveal a total of 4,098,121 cases, or an excess over last year of 661,905 cases.

Shortening Request Good; Price Steady

Montreal.

SHORTENING.—The position is one of unchanged demand, this being good. Stocks are thus far quite sufficient to meet this and from the various sources a continued request is looked for during the summer. Price quotations on the various quantities are as follows and unchanged:

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	0 28	0 28½

Margarine Steady and Unchanged

Montreal.

MARGARINE.—The position on margarine is one of little interest, the demand being fair. This is stated to be less, however, than heretofore owing to the lower price of butter. Particularly is this the case in country points, said one dealer, as the lower butter quotations induced some to buy the latter. Prices are held without change of any kind.

Margarine—			
Prints, according to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Easier Conditions Mark Butter Market

Montreal.

BUTTER.—The feature of the week is that of an easier feeling in the market, and this follows the prediction in last week's CANADIAN GROCER. While no actual change of price was made here, the undertone is a weaker one, and at some of the country boards sales were made as much as 1c to 1⅛c lower than the week before. Receipts have been good—much ahead of those last year for the corresponding week, and demand also keeps active. It is altogether probable there may be somewhat lower prices yet.

Butter—		
Creamery prints (fresh made)	....	0 46
Creamery solids (fresh made)	....	0 45
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	....	0 37

Cheese Move Out At Held Prices

Montreal.

CHEESE.—There is probably a somewhat easier feeling, although various points showed slight advances at the country boards last week. Receipts have been very much improved, and in a comparative sense these are much ahead of last year. Prices to the trade are without any change, and sales in a retail way are maintained.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Weaker Undertone To Egg Situation

Montreal.

EGGS.—Production has been greater with the advent of warm weather, and, while the quality is in some cases not up to the standard of April and early May stock, there are still available many good eggs, which are selling at last week's prices. These should be lower still, and probably will be. Storing is still going on, and the receipts, while less by 26,914 cases over the corresponding period

from the first of the year to date last year, seem ample to meet all needs. New-laids are quoted at 40c to 41c. Lower prices are possible still.

Eggs—		
New-laid	0 40	0 41
Selects	....	0 44
No. 2	....	0 38

Poultry Trade Steady Under Demand

Montreal.

POULTRY.—While there is nothing of absorbing interest to report, the markets are firm under a continued good demand, and this will probably continue. The greatest scarcity is evident in the receipts of live birds. Those now offering are mostly old hens past the producing stage and some roosters. Prices rule without change of any kind this week.

	Live	Dressed
Young ducks	....-	....- 0 32
Turkeys (old toms), lb.	....-	....- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	0 30- 0 35	0 35- 0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chickens	....-	....- 0 37

Fresh Haddock 7c Fish Prices Lower

Montreal.

FISH.—The general outlook is for better prices on fish and lowering tendencies are evident. This week fresh haddock are down to 7c from 8c per pound. Market cod are ½c lower to 6½c. Halibut is firmer at 23c, and brook trout are up to 37c, this being 4c advance. Doree are easier at 16c. In a general sense the market was very active last week, and sales generally are improved. Both salmon and halibut are more plentiful, and an improvement is noticeable in fresh lake fish receipts.

SMOKED FISH.		
Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15
SALTED AND PICKLED FISH.		
Haddock (per bbl.)	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	13 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Green Cod (med.), lb.	....	0 07½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (Skinless), 100-lb. box	....	12 00
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS. LOBSTERS		
Lobsters, medium and large, lb.	....	0 35
Lobsters (boiled), lb.	....	0 15
Prawns, lb.	....	0 30
Shrimps, lb.	....	0 26
Scallops	....	3 50
Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	11 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	10 50
3gal. (wine) cans	....	6 50
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 14	0 18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Doree	0 12½	0 13
FRESH FISH		
Barbotte	0 12	0 14
Haddock	0 07	0 11
Steak cod	0 10	0 11
Market cod	....	0 06½
Carp	0 12	0 13
Dore	....	0 16
Lake trout	0 19	0 20
Brook trout	....	0 37
Pike	0 12	0 13
B. C. Salmon	0 30	0 32
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	....	0 23
Eastern Halibut (chicken)	....	0 20
Eastern Halibut (med.)	0 22	0 25
Flounders	0 08	0 10
Perch	....	0 09
Bulheads	....	0 13
Whitefish	0 13	0 18
Whitefish (small)	0 09	0 09½
Eels	....	0 13
Mackerel, lb.	....	0 30
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Hogs Reach $20.00 Level

Toronto.

PROVISIONS.—A very good run of hogs was reported during the past week and prices held around $20.50 per cwt. fed and watered. Opening prices for the present week were on this same basis, but buyers mention a $20.00 level for the remaining days. Some readjustments in dressed meats have been made, plain backs ranging from 43c to 48c, a narrower scale of prices resulting from an advance of 2c over previous low quotations. Bacon is slightly easier and barrel pork has also declined somewhat as will be noted from quotations given below. Business is within narrow channels.

Hams—		
Medium	0 37	0 38
Large, per lb.	0 29	0 33
Backs—		
Plain	0 43	0 48
Boneless, per lb.	0 46	0 50
Bacon—		
Breakfast, per lb.	0 36	0 40
Roll, per lb.	0 33	0 36
Wiltshire (smoked sides), lb.	0 37½	0 42½
Dry Salt Meats—		
Log clear bacon, lb.	0 29½	0 30½
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, without dressing, per lb	0 46	0 48
Shoulders, roast, without dressing, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	54 00	56 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	31 00
Live, off cars	....	20 25
Live, fed and watered	....	20 00
Live, f.o.b.	....	19 25

Shortening Reveals Little Better Movement

Toronto.

SHORTENING.—A slightly better movement of shortening is reported during the week though this is not by any means real heavy at this time of year. The market has held firm and unchanged during the week at 26c to 26½c tierce basis per pound. Supplies are coming through satisfactorily at the present though what the future holds forth is not being predicted.

Shortening, tierces, 400 lb., lb. 0 26 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Movement of Lard Rather Light

Toronto.

LARD.—The movement of lard is rather light at the present time, which is seasonable feature. A very fair run of hogs is reported which has resulted in a fair output of lard, with the result that in some quarters quotations have eased off a little to 30½c per pound, though the general run of prices is around 31c. The demand is not very heavy and there is ample lard to go around.

Lard, pure, tierces, 50 lbs., lb. 0 30½ 0 32
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Remains Quiet; Prices Firm

Toronto.

MARGARINE.—There is little excitement prevailing in this market during the week. The demand seems to have eased off and a feeling of quiet prevails. Prices have held firm and unchanged during the week at 32c to 33c per pound for No. 1 prints.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Somewhat Easier; Soon Be Storing

Toronto.

BUTTER.—A further easing in butter is noticeable during the week, and supplies are available in good quantities. Prices in some quarters have declined about 1c per pound. In another week's time it is thought all grass butter will be available and when this is in full swing storing will again be starting. Dairy butter is none too plentiful and prices hold unchanged.

Creamery prints, fresh made	0 44	0 47
Creamery solids, fresh made	0 43	0 46
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Register Further Decline

Toronto.

EGGS.—Eggs registered a further decline of 1c per dozen during the week and buyers intimate a slightly easier tone throughout the country. The coming week or two before the advent of real hot weather will be active ones for dealers putting eggs into storage. The receipts of eggs have been good and a splendid consuming demand is reported. There is no surplus offering. Present scale of prices follows:

Eggs—		
New-laids, in cartons	0 40	0 44
Do., loose, doz.	0 39	0 40

Cheese Shows No Change Whatever

Toronto.

CHEESE.—No new developments are to be noted in the cheese situation during the week. Buyers throughout the country show a disposition to get prices down more in line with the 23c export price. The demand is considered very fair with receipts of new make coming along freely.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Shows No Further Change

Toronto.

POULTRY.—There was little further change recorded in poultry during the week, prices holding at declines registered last week and a general feeling that receipts, though light, were seasonable. Turkeys are down 1c for live in some quarters, making the buying range from 25c to 28c.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Turkeys	0 25- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 25- 0 28	0 25- 0 30
Chickens, Spring	0 04- 0 50	....- 0 50
Squabs, dozen	....- 4 50	....- ....
Prices quoted to retail trade:		
Hens	0 28	0 37
Chickens, Spring	0 60	0 70
Ducks	0 30	0 34
Turkeys	0 36	0 40

Free Movement of Fish; Receipts Good

Toronto.

FISH.—A very free movement of fish is reported during the week, and improved receipts of both lake and sea fish are reported. Mackerel at 20c, sea bass at 18c, and flukes at 15c per pound are among the new arrivals. Haddock are somewhat easier. Quotations now ranging from 7c to 8c per pound. Prevailing quotations for the week follow:

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Finnan haddies, lb.	0 12½	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Cod., steak, lb.	0 10	0 11
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Flukes	....	0 15
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 07	0 08
Herring, lb.	0 05½	0 06
Mackerel	....	0 20
Plaice, dressed, lb.	....	0 10
Sea Bass	....	0 18
Soles, dressed, lb.	....	0 10
Salmon, Red Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	....	0 13
Trout, lb.	0 15	0 16
Whitefish, lb.	0 17	0 18
Ontario Government Fish		
Herring	....	0 08
Pickerel	....	0 11½
Sturgeon	....	0 20
Trout	....	0 11½
Whitefish	....	0 11½

WEEKLY MARKET REPORTS

Continued from page 41.

fining their endeavors to the manufacture of corn products. While cornmeal is still quoted at $6 in Winnipeg, quotations will, it is thought, be much lower than that before long.

Govt. Standard Flour—		
Cash carload price	....	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 70
Cereals—		
Rolled oats, 80's	4 75	5 00
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98's	....	6 00
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80

THE STANDARDIZING OF CONTAINERS

The unprecedented scarcity of tin, and the difficulty of obtaining adequate supplies for all purposes, along with the increased cost and scarcity of glass containers, has brought the matter of standardization very strongly to the fore.

It is not such a simple matter as might at first appear. The public has become accustomed to certain sizes and styles of containers; the elimination of some of the smaller sizes would, it is suggested by some, mean a great hardship to poor people, who could not afford the outlay necessary for a one or two-pound package of some commodity. The size of the container has unquestionably been a development of the public demand, though unquestionably the manufacturers may have made use of their foresight in foreseeing such a demand to their own profit. In the standardization of bottles that has been suggested there is the fact to be considered that some manufacturers have adopted a certain style of bottle, and have popularized it with the public. Any attempt to vary this style would entail a financial loss that has to be considered in judging whether such a move is advisable.

The marking of the net weight on containers is another problem that has caused a good deal of discussion. The idea is unquestionably to protect the public, but it is argued that the public are not being deceived in any way. They do not in most instances think of the commodity in terms of weight, but in terms of size, and as a result they are not at any disadvantage.

At a special meeting of the Canadian Manufacturers' Association held recently the following resolution was adopted dealing with the standardization of containers:

"That the standard size of package shall be: Individual, 3 oz.; tumbler, 10 oz.; bottles, 16 oz.; for tins, 2 lbs. net and 4 lbs. net, and 30-lb. pail, wood or tin, and that it be recommended to the Canada Food Board that these standard sizes be adopted in lieu of the regulation calling for the marking of net weight, and that jam manufacturers be allowed to use all their packages other than the sizes mentioned until the end of 1919 by the marking of the net weights thereon."

MANITOBA R. M. A. TO HOLD CONVENTION

The annual convention of the Manitoba branch of the Retail Merchants' Association will be held in Winnipeg June 18, 19, 20. There is a varied programme to be presented that gives evidence of being unusually interesting. Among the speakers will be Thomas A. Knapp, formerly of the "Dry Goods Economist" staff, New York, and now with the Sheldon Correspondence Schools, Chicago. W. E. Hotchkiss, director of business education at the University of Minnesota, and H. M. Clark, a prominent hardware merchant of Lakefield, Minnesota. In addition to the regular sessions there will be a display of merchandise showing many products in various stages of manufacture. There is every expectation that the coming convention will be one of the best in the history of the association.

SUGAR REFINERY CHANGES MONTREAL OFFICE

The Atlantic Sugar Refineries have moved their Montreal office from their old location in the Power Building to 805 McGill Building, Montreal.

TEXAS WHEAT HARVEST BEGINS

The harvesting of the 1918 wheat crop began in America on May 24 in parts of Denton, Cooke and Wise counties, Texas. The new grain is in the rich bottom lands, where the maturity of the grain is faster than on the prairies.

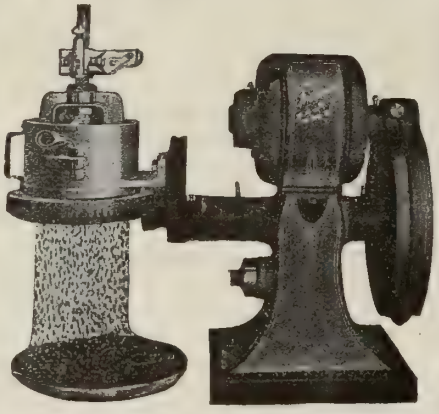
WANTED

WANTED—EXPERIENCED GROCERY CLERK for retail store—one capable and desirous of advancing to store manager. Reference and salary expected. Box 400, Canadian Grocer.

HELP WIN THE WAR

with

Freeman's Green Bone Cutter



By raising chickens and feeding them GREEN CUT BONE to make them lay eggs. The sale of GREEN CUT BONE is a paying proposition to thrifty merchants. The demand is large for these goods in city and country places.

BONE CUTTER ATTACHMENT fixed to a FREEMAN No. 40 CHOPPER A USEFUL store FIXTURE.

Write for Catalogue and Price List.

Manufactured by

The W. A. Freeman Co., Limited

Hamilton, Ont.

Representatives:
TORONTO: 114 York Street, near King.
MONTREAL: D. H. H. Neill, 16 Notre Dame St. E.

Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.
These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON



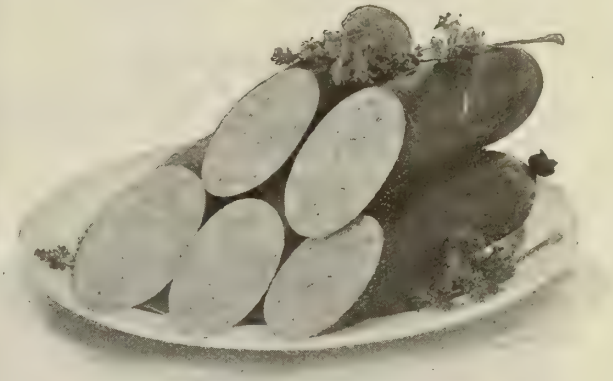
Feature these lines —they're trade-winners

SET aside part of your Provision Counter these next few weeks to feature some of the following tempting lines of Davies' Smoked and Cooked Sausage. Each variety is different and each has characteristically good qualities which your customers will appreciate.



Davies Quality Thick Bologna

A delicious cold luncheon sausage for slicing, and excellent for sandwiches. It is prepared from choice pork and beef, seasoned with the best condiments, and makes a most tempting product, inviting in appearance and appetizing in taste. Moreover, it has always proved an excellent seller.



Davies Quality Ham Bologna.

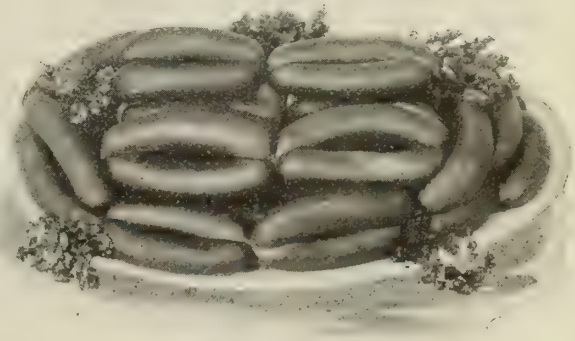
Always a popular dish for the summer months. These delicious Bologna Sausages are made from choice pork and beef, filled in beef middle casings, and make a delightful cold luncheon treat. They're fine for sandwiches, too.



Davies Quality Belforts.

Davies Belforts are made from the choicest meats, tastily flavored and perfectly seasoned. They weigh three or four pairs to the pound and retail at a reasonable price.

Everybody likes them. They're in a class all their own—delighting the consumer—bringing profit and trade to the dealer.



Davies Quality Wieners.

We prepare them from choice meat cuts, and the seasoning is just enough to make them tasty. They are fine for "Dutch Lunch" with potato salad, and are very popular as a supper dish. About 10 to 12 sausages make up a pound.

THE WILLIAM DAVIES COMPANY LIMITED

Montreal **TORONTO** **Winnipeg**

If any advertisement interests you, tear it out now and place with letters to be answered.



BRUNSWICK BRAND SEA FOODS

are keenly appreciated by people to whom delicious wholesomeness has first appeal.

With the demand for fish ever growing stronger the dealer who features Brunswick Brand will find his stock rapidly diminishing through constantly repeating sales.

For Brunswick Brand quality is always "unvaryingly excellent."

And there's a margin of profit on every sale that makes displays worth while.

Note our list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Brothers

Limited
BLACK'S HARBOR, N.B.

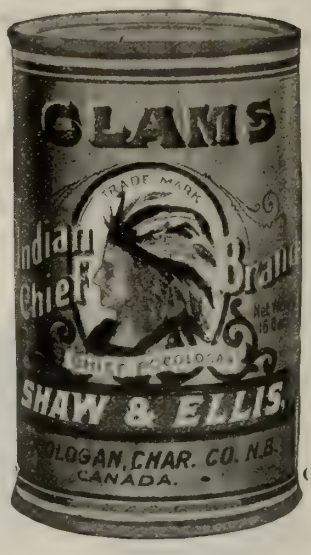


They are worthy of your best recommendation

The quality of

INDIAN CHIEF Brand CLAMS

is as high as extra care and attention can make them.
We put them up and seal them (without solder or acid) the self same day they are taken from the clam beds.
Indian Chief Clams always open up delicious. Every good grocer should recommend them. They sell and repeat.



SHAW & ELLIS

POCOLOGAN, N. B.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

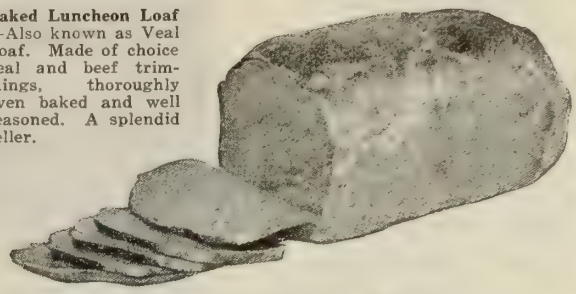
Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

SUMMER SELLERS!



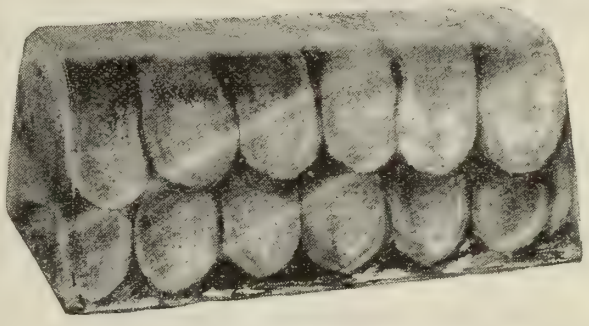
Baked Luncheon Loaf —Also known as Veal Loaf. Made of choice veal and beef trimmings, thoroughly oven baked and well seasoned. A splendid seller.



Ashland Cooked Specialty — Only first-class pork trimmings go into this low-priced substitute for cooked ham. Also delicious when fried. Your customers are sure to like this Swift product.

Swift's Cooked and Jellied Meat Specialties

When you sell your customers these delicious cooked delicacies you sell them something more than convenient Summer lines —you sell them that superior goodness that characterizes every Swift Canadian Co. product.



Jellied Tongue—Be sure to show this. It is a particularly good summer line—one that will repeat quickly and often.

Only quality ingredients go into the manufacture of Swift's Cooked Meats and Specialties. You can sell them with the confidence that they will satisfy every customer, no matter how critical.

The products shown are particularly good sellers and should be featured in your Summer displays. Their convenience and the Swift quality appeals strongly to picnickers, summer cottagers, etc.

Put Swift's Summer Specialties in your displays now. They'll make you good profits.

Swift Canadian Co.

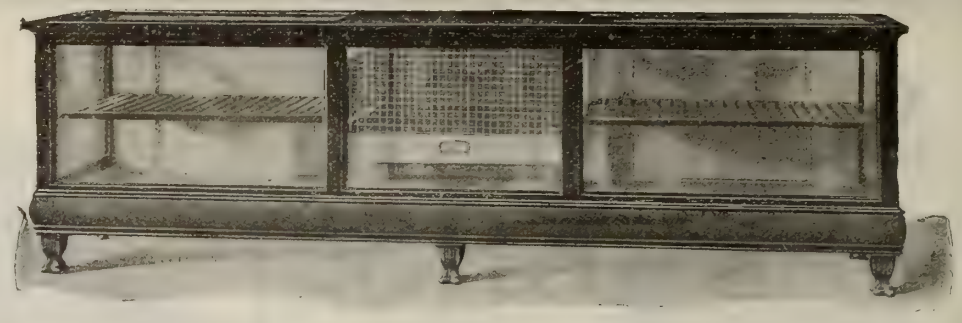
Limited

TORONTO WINNIPEG EDMONTON

Better Security and Better Display
—the big features of
THE ARCTIC REFRIGERATOR SILENT SALESMAN

Full particulars are certain to interest you. Learn how to sell more perishables more quickly at less cost. It's easy when you instal an Arctic Salesman Refrigerator.

Write for illustrated list.



John Hillock and Company, Limited, Toronto



The Reliable Salt

The salt that your customers know is always just right.

Fine, even grain—full of savour—and pure as purity itself.

This is why practically every home in Canada uses Windsor Table Salt. Of course, you sell

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

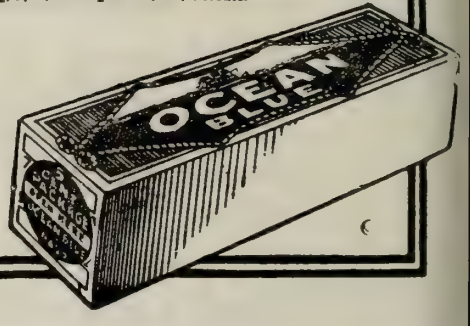
Don't hide the fact that you sell

OCEAN BLUE

You never know how many sales you may have lost until you keep it prominently placed. Keep good stocks, and

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.



Get the "Grocers' Encyclopedia"—

A large, handsomely bound volume, with scores of fine half-tone and color illustrations about the goods you buy and sell.
A book that you will be proud of—that you will like to see always on your library table—full of the very information you want in your business.

Price Prepaid $10.50.

Technical Book Dept.— MacLean Publishing Company
143-153 University Ave. - Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

Rose's Lime Juice

50 Years a Favorite



A Non-Alcoholic Summer Drink that every good grocer should regularly feature.

Half a century ago Rose's Lime Juice was recognized as ahead of all other temperance drinks.

Time has but served to emphasize this popularity.

Keep your customers coming back for



Holbrook's

Imported

Worcestershire Sauce

There's a delicate piquancy about every drop of this Sauce that makes it a big favorite with careful housewives.

Still selling at pre-war prices.

We also supply excellent brands of the following: Imported English Malt Vinegar, Sardines, French Olive Oil, and Custard Powder.

GET STOCKED NOW.

Holbrooks, Ltd.

Dominion Representatives

Toronto and Vancouver



ECONOMICAL Food Dessert

Junket Tablets are advertised in the leading Magazines and Journals for making economical food desserts with great possibilities for variety. And Junket is wholesome and delicious! All physicians and nurses have long known and used

Junket
MADE *with* MILK

This great number of uses provides many sales — in almost every home.
Can you afford to be without this product? Will you say you haven't it when asked to supply Junket Tablets?
Get acquainted with the 10-Tablet package that retails at 12c, with a good profit. Ask your jobber, or write.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

Navel Oranges

Nova Scotia and Georgian Bay Brand

Apples

Tomatoes

Get in touch with us to-day

Lemon Bros.
Owen Sound
Ont.

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.
Is Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?
Then you should use.
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

If any advertisement interests you, tear it out now and place with letters to be answered.

The Keenest General Merchant

cannot keep posted on the rapid Grocery Market changes of these days just by comparing travelers' prices. Travelers call less often now. Grocery markets change more often.

General merchants everywhere find in CANADIAN GROCER the early, regular and reliable market information they require.

"I don't know what I would do without CANADIAN GROCER, especially in these days when prices of groceries are changing every week," writes G. H. Thompson, Oil Springs, Ontario. (He has subscribed to CANADIAN GROCER for eighteen years).

"I consider CANADIAN GROCER worth all of $3.00 and more in these times of changing markets," writes J. A. Quenneville, Desaulniers, Ont.

CANADIAN GROCER will come to you every week with the latest market information, and much more that you can turn into money, if you decide to follow the "lines of action" you see here ready for your signature right now.

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me CANADIAN GROCER, beginning with current issue. I will pay you subscription price, $3.00 per year, on receipt of bill.

Name.....

Address.....

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant..	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 65
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

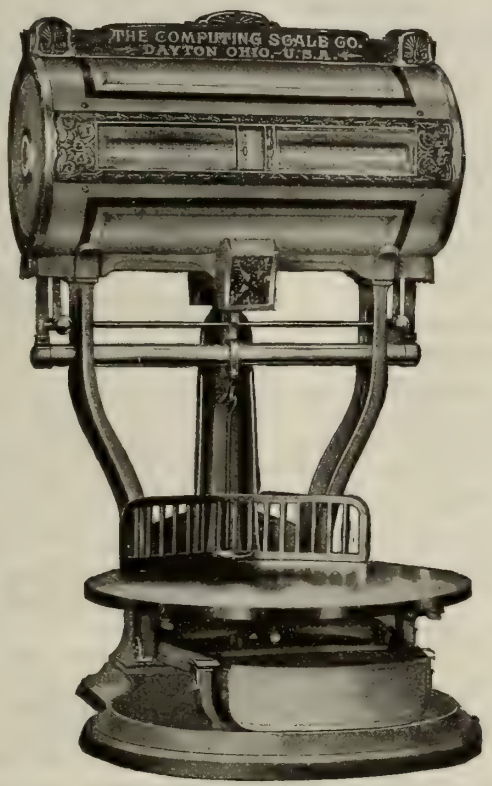
COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

COCOA—	
Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	3[illegible]
Supreme Chocolate, 10c size, 2 doz. box, per doz.	90
Perfection chocolate, 10[illegible] 2 doz. in box, per doz.	90

SWEET CHOCOLATE—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 8[illegible]
Diamond Chocolate, 7's, 4-lb. boxes	1
Diamond, 6-lb. boxes	30
Diamond, ¼s, 6-lb. boxes	0 30

CHOCOLATE CONFECTIONS—	Per doz.
Milk medallions, 5-lb boxes	0 [illegible]
Nonpareil wafers, 5-lb. boxes.	0 28
Chocolate Beans, 5-lb. boxes, per lb.	0 35
Chocolate Emblems, 5-lb. boxes, per lb.	0 35
Chocolate ginger, 5-lb. boxes	0 45
Milk chocolate wafers, 5-lb. boxes	0 3[illegible]
Lunch bars, 5-lb. boxes	0 3[illegible]
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 90
Almond nut bars, 24 bars, per box	0 [illegible]
Maple Buds, 5c pkgs., 4 doz. in box, per doz.	1 80
Filbert Nut Bars, 24 in box, per box	0 90
Ginger Bars, 24 in box, per box	0 95
Pineapple Bars, 24 in box, per box	0 95
Regal Milk Chocolate Bars, 24 in box, per box	0 95
Puffed Rice Bars 24 in box, per box	0 95
Queen's Dessert Bars, 24 in box, per box	0 95
Maple Leaf Bar, 24 in box, per box	0 95

The last fraction of Weight
The last fraction of Value
is guaranteed to you by the
Dayton Automatic Scale



MADE IN CANADA

The Dayton Automatic Scale is admitted to be one of the necessities of the modern store.

The actual money it saves in securing for you the last fraction of value in the goods you weigh pays for it within a year—

After that it is a steady dividend payer.

The time it saves in making your calculations for you is really another big cash saving.

For time is money and, there are no mistakes.

This is an especially valuable feature with the "green" clerks so many grocers now have to hire.

NEW CHARTS—Owing to the great advances in the retail selling prices of your goods the price ranges on the chart in your scale may be obsolete. We have new, up-to-date charts printed and ready for use. Let us know your requirements.

Dayton Computing Scales
Royce and Campbell Ave., - TORONTO, ONT.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

NEW ONIONS

Texas *Bermudas*

Now on the Market. Quality never was better and prices are low.

Pineapples
Strawberries
Bananas
New Cabbage
Oranges and Lemons

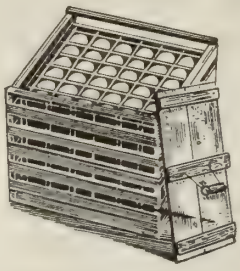
It you handle any of the above lines it will pay you to get in touch with us.

McBRIDE BROS.

35 Church Street, Toronto, Ontario.

EGG CASE FILLERS and EXTRA FLATS

For 30 Doz. Egg Cases



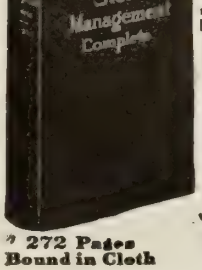
And 12 Doz. Egg Crates

The 12 Dozen Crate

THE MILLER BROS. CO.,LTD., 20-38 Dowd St. Montreal, Que.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co. TORONTO

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans.	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size. per doz.	1 85

W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, $4.45.
Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $4.25; 2s, $8.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.25.
Boneless Pig's Feet—½s, $2.90; 1s, 4.95; 2s, $9.25.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves—½s, $2.40; 1s, $4.45.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $3.95; 2s, $7.75.
Mince Collops—½s, $1.95; 1s, $3.70; 2s, $6.45.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.45; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $8.75; 6s, $26.
Irish Stew—1s, $3.45; 2s, $5.45.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.15; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.
Lunch Tongue—½s, $4; 1s, $8; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Mince Meat (Tins)—1s, $3.25; 2s, $4.95; 5s, $13.50.
Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Clark's Chateau Chicken or Tomato Soup, $1.65; Vermicelli-Tomato, $1.65.
Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, $1.25. No. 1, asorted case, $1.35; No. 2, assorted case, $1.35.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.
Lambs' Tongues—½s,
Chili Sauce (red and gold label)—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $1.95.
Ham and Veal Pates—½s, $1.95.
Smoked Geneva Sausage—½s, $2.85.
Pate DeFoie—¼s, 75c; ½s, $1.40.
Lunch Tongue in glass—1s, $9.95.
Ox Tongues in glass—1½s, $14; 2s, $17.
Brisket Beef in glass—1s, ...
Chicken Breasts in glass—½s, $9.95.
Sliced Smoked Beef in glass—¼s, $1.75; ½s, $2.75; 1s, $3.45.
Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c; ½s, $1.40.
Meats, assorted—¼s, 80c; ½s, $1.45.
Clark's Peanut Butter (glass jars)—¼s, $1.45; ½s, $1.95; 1s, $2.45.
Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.
Clark's Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s, $3.50.
Fluid Beef Cordial—20oz. bottle, $10; 10oz. bottle, $5.
English Plum Pudding—½s, $2.45.
Smoked Sausage, Vienna Style—½s, $2.85.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40
	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75

PINEAPPLE PRESERVING TIME

Pineapples this coming week promise to be at their best, although supplies in the past have been very irregular. We do not look for much lower prices, and strongly advise placing your order immediately, avoiding disappointment.

Mississippi Tomatoes, first of season arriving this week. Also Georgia Peaches (excellent quality).

Daily arrivals—Strawberries. Will be in position to fill all orders regularly. Place a standing order.

CALIFORNIA CHERRIES WAX BEANS BANANAS
FLORIDA SEEDLESS GRAPEFRUIT TOMATOES
COCOANUTS VALENCIA ORANGES MESSINA LEMONS TEXAS ONIONS
CUCUMBERS CANADIAN ASPARAGUS SPINACH

WHITE & COMPANY, LIMITED

Importers from the Principal Southern Markets

Branch at Hamilton **TORONTO**

NOW

ARRIVING FREELY

Fancy Quality
and in Prime Condition

Strawberries
Full quart boxes, 24 to case.

Pine Apples **Oranges**

NEW

Cabbage, Potatoes, Wax and Green Beans, Carrots, Beets and Tomatoes.

HUGH WALKER & SON

Established 1861 **Guelph, Ontario**

Extra Fancy Winesap Apples

CALIFORNIA LATE VALENCIA ORANGES—Best Brands.
California and Messina LEMONS
BANANAS
Strawberries, Pineapples
FLORIDA TOMATOES
Finest stock obtainable.
NEW CABBAGE
Carrots, Beets, Beans, Green Peas
Arriving at much lower prices.
TEXAS BERMUDA ONIONS
Well Cured, Dry Stock. Fine Quality.
New Maple Syrup and Sugar
Peanuts Candies Gum
FIGS and DATES

If it is to be had, we have it.
Send us your orders for prompt service.

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

If any advertisement interests you, tear it out now and place with letters to be answered.

CHICKEN HADDIES
REGISTERED



THE NEW FISH FOOD

Packed at our own plants
on the Atlantic Coast where the finest
flavoured fish in the world are caught.

Order a case from your wholesale distributor

New pack is now in the hands of the wholesale trade

Maritime Fish Corporation
Limited

Head Office and Sales Dept.
MONTREAL

Plants at CANSO, N.S.
and DIGBY, N.S.

WATSON & TRUESDALE, Winnipeg, Western Distributors

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve. "I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are 'cashing in' on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle —What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

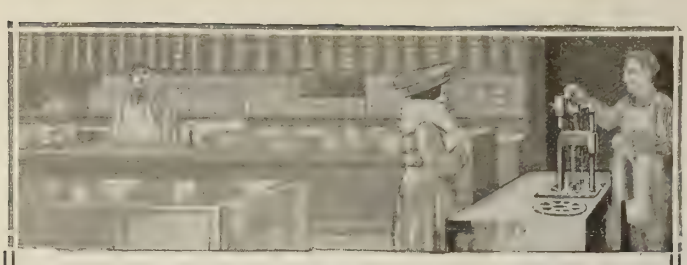
Just what does THE FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues — Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
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BOWSER
ESTABLISHED 1885

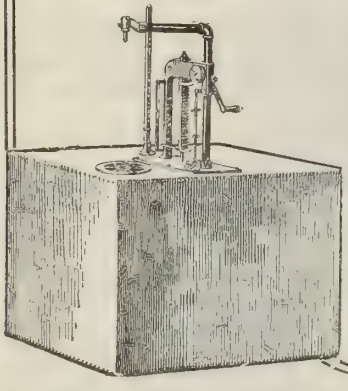
Oil Storage Systems

CLEANLINESS

to the store is what rain is to the crops. It makes the store thrive, with a reputation for clean, sanitary conditions. Dirty oil rooms drive customers away, spoil goods and disgust clerks.

Bowser Oil Storage Systems insure a saving in time, labor and oil—they increase and hold business. Write now for Booklet CG-5.

Fig. 19



S. F. BOWSER & CO.
Incorporated
TORONTO ONTARIO

A Pair of Summer Repeaters

Royal Salad Dressing
and
Royal Mayonnaise

Sell your customers these two high-class products. They will thoroughly approve of the unimpeachable good quality of the Two Royals.

You will find repeats the daily rule when once the housewife gets acquainted with ROYAL SALAD DRESSING and ROYAL MAYONNAISE.

Keep your stock on display.

HORTON-CATO MFG. CO.
WINDSOR, CANADA

JELL-O

GENESEE PURE FOOD CO.

Assorted case, contains 2 doz., per doz.	$1 15
Lemon, 2 dozen, per doz.	1 15
Orange, 2 dozen, per doz.	1 15
Raspberry, 2 dozen, per doz.	1 15
Strawberry, 2 dozen, per doz.	1 15
Chocolate, 2 dozen, per doz.	1 15
Cherry, 2 dozen, per doz.	1 15
Vanilla, 2 dozen, per doz.	1 15

Weight: 2 doz. case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 doz., per doz.	$1 17½
Chocolate, 2 doz., per doz.	1 17½
Vanilla, 2 doz., per doz.	1 17½
Strawberry, 2 doz., per doz.	1 17½
Lemon, 2 doz., per doz.	1 17½
Unflavored, 2 doz., per doz.	1 17½

Weight, 11 lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
36 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11½
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13
100 lbs., kegs, Silver Gloss, large crystals	.11
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.18
Celluloid, 45 cartons, case	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11½
40 lbs. Canada Pure Corn	10½
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.18

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches— Canada Laundry	$0 09½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss— 1-lb. fancy carton cases, 30 lbs.	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch—	
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches—	
Boxes containing 45 cartons, per case	4.50
Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 2 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup 2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	8 00
½ barrels, per 100 lbs.	8 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

Robinson's Patent Barley—	Doz.
1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats—	
1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Tonay Red and Dark Brown	.90
Card Outfits, Black and Tan	3.60
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH

Black Watch, 9s, lb.	$1 08
Bobs, 11s	0 92
Currency, 11s	0 90
Stag Bar, 8s, boxes 5 lbs.	0 96
Pay Roll, thick bars, 9s	1 10
Pay Roll, plug, 9s and 6-lb. caddies	1 10
Shamrock, 8s, ½ cads., 12 lbs., ¼ cads., 6 lbs.	0 96
Great West Pouches, 8s, 3-lb. boxes, ½ and 1-lb. lunch boxes	1 00
Forest and Stream, tins, 10s, 2-lb. cartons	1 20
Forest and Stream, ¼s, ½s, and 1-lb. tins	1 20
Forest and Stream, 1-lb. glass humidors	1 50
Master Workman, 8s, 2-lb. cartons	1 00
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	1 10
Derby 8s, 4-lb. boxes	0 95
Old Virginia, 12s	1 50
Old Kentucky (bars), 7s, boxes, 7 lbs.	1 10

SHOWCARDS

are a big help in dressing your window. We have some very artistic cards in stock, that we will be very glad to send you on request. Drop us a postcard NOW

REMEMBER

"NUGGET" Shoe Polish

Softens and preserves the leather.
Gives a brilliant, lasting shine.
Makes shoes waterproof.
Advertised from coast to coast.
Shows you a good margin of profit.

J. LECKIE CO., LIMITED
VANCOUVER
Agents for B.C.

R. E. BOYD & CO.
MONTREAL
Agents for P.Q.

C. S. MUNRO
ST. JOHN
Agent for N.B.

ARTHUR FORDHAM & CO.
HALIFAX
Agents for N.S. and P.E.I.

THE NUGGET POLISH CO., LIMITED
TORONTO

June Butter

The best to pack for winter use



Show your customers how conveniently and securely they can stow away ample supplies of good June Butter in these Butter Jars.

Anything that will help reduce the high cost of living is sure to interest every good housewife.

The Butter Jars offer her a real opportunity to avoid the high winter prices of butter by putting away sufficient good June butter now.

Show these crocks in your store. Write now for folder showing complete line and prices.

Tall Butter Jars

With or Without Covers
¼ gal. to 6 gal. at 15c per gal.



French Pots

Black or White Glazed

The Toronto Pottery Co.
Limited
617-618 Dominion Bank Bldg.
KING & YONGE, TORONTO

This is Olive Butter

--a delicious table delicacy



Selected pure spices, olives, pimento and malt vinegar go to the making of Olive Butter.

These ingredients are blended together by the most approved scientific methods making a delicious wholesome table delicacy that you can sell and satisfy the most particular with.

Try a small supply of Olive Butter in your Summer displays. Once your customers know the real goodness of this line your stock will quickly disappear.

Three other good sells—
"Chicken a la King"
"Chili, Con Carne"
and "Pure Tomato Paste."

E. W. Jeffress, Limited
WALKERVILLE, ONT.

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GOOD GENERAL STORE BUSINESS FOR sale in County Dufferin, Ont. Stock about $10,000. Good reasons for selling. For particulars apply to Box 308, Canadian Grocer, Toronto.

I OFFER A ($1,300.00) STORE AND DWELLING combined, located in Lambton County, at a good country point. Natural gas, Hydro, and city water are available. Will take ($500.00). I am not in the real estate business. Apply quickly to Wm. Culbert, Wyoming, Ont.

ONE OF BEST KNOWN CONCERNS IN U.S., manufacturing large line of store equipment, long established and with thousands of customers, requires general sales representative in this section. A thoroughly high-class proposition in which the compensation is ample for capable man. In answering, state age and business connections for past ten years. Also financial standing. Address, Box 306, Canadian Grocer, Toronto, Ont.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

A GENERAL STORE AND STOCK TO BUY OR rent in a thriving village or small town. Would consider a Grocery with a good trade. Send full particulars with lowest price. All replies strictly confidential. Apply Box 66, St. Chrysostome, Que.

WANTED — POSITION AS MANAGER OR head clerk; 15 years' experience; expert card writer and window trimmer; age 32; married. Western Provinces preferred. State salary, etc. Address J. Unwin, Canadian Grocer.

MISCELLANEOUS

GROCERS—INCREASE YOUR PROFITS SELLing Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories; Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Use this page—the page that is never overlooked—from time to time to put efficiency in your service, and watch it for opportunities.

Everything is classified under appropriate headings, so that you can, at a glance, find what you are looking for. Quite often the want ad page is consulted as a guide to conditions.

Anything used or of interest to the Grocery trade can be located by an advertisement on this page.

Canadian Grocer reaches thousands of the best grocers in the Dominion—the kind you want to speak to.

The cost of this service to you is very small—2 cents per word first insertion, and 1 cent per word for each subsequent insertion of the same advertisement.

If you do not wish your name to appear in the ad we have a Box system whereby everything is strictly confidential, for which we charge 5 cents per insertion extra.

Kindly enclose remittance with ad so as to save unnecessary bookkeeping, etc.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)

We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.

TORONTO SALT WORKS

GEO. J. CLIFF

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

VOLPEEK

MENDS HOLES in POTS & PANS

Your customers can mend holes in Graniteware, Tin, Aluminum, Iron, etc., at a cost of ½ cent a mend and without the aid of any tools whatever.

VOLPEEK makes this possible. Show it to your trade. Put up in attractive display stands. At your wholesaler's or direct from

H. NAGLE & CO.
Box 2024 - - Montreal

fifteen cents

TO Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. This directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR &CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.

Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

When in need of

Wrapping Paper

Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.

Hamilton & Winnipeg



WE ASK YOU TO SELL LESS FLOUR

FROM a flour milling company this request seems strange, but we make it from our knowledge of world conditions. The fact of the matter is that the advertising of FIVE ROSES flour has been entirely too successful in the past — the popular demand is too great.

In the vital interest of our Allies and the fighting forces of the Empire, the consumption of wheat flour must be reduced at once. It is our individual problem to help feed our Allies by sending them as much as we can possibly save of the most concentrated nutritive value in the least shipping space. And that means Wheat and Flour. Not only must we eliminate waste, we must consume less wheat and flour. We must export more. This is the pressing necessity that must be brought home to the consumer. As a distributor of flour, you can assist tremendously by suggesting the substitution of other cereals than wheat. You can suggest the use of cornmeal, oats, buckwheat, rye, barley, potato flour, rice and tapioca flour.

Do your part at the retail end. Every cupful of flour, every handful of wheat you induce the housewife to save is your sorely needed share in winning the war. Thereby do you perform a patriotic duty, thereby do you promote the sale of other profitable lines.

Users of FIVE ROSES flour are imbued with the proper patriotic spirit. They will appreciate your suggestions, and they will conserve the flour so essential to the Allied Cause.

Lake of the Woods Milling Company, Limited
Makers of "Five Roses" Flour
CANADA

Canada Food Board License Nos. 11-14

HELP US TO SAVE FIVE ROSES FLOUR

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, JUNE 7th, 1918 No. 23



Eddy's "Silent 5"

Produced and perfected through 66 years of practical Match-making experience.

Eddy's "Silent 5" has been stamped with the mark of approval by an appreciative public.

Because, being non-smouldering and chemically self-extinguishing, Eddy's "Silent 5" is unquestionably the safest match in the world.

There is no after-glow

Emphasize that point to your customers. They know Eddy's reputation for making quality matches and but little effort will be required to keep your stock of "Silent 5's" moving briskly.

Stock now with the Eddy "Silent 5."

EDDY

ESTABLISHED A.D. 1851.
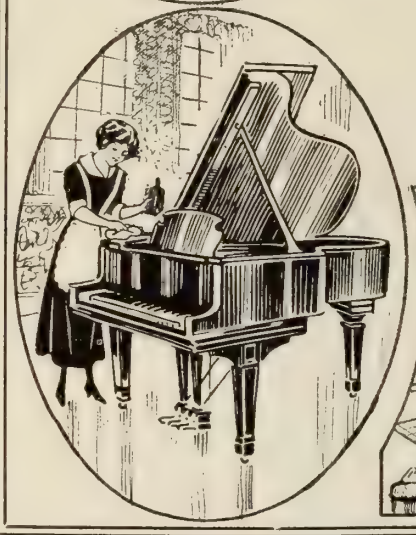
E. B. EDDY COMPANY, LIMITED

HULL, CANADA

There are about 30 Brands of Eddy's Matches, comprising 15 to 20 Domestic Wax Vestas, pocket and larger sized, Gaslighters, Torches for Campers, etc.

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.







You Know the Good Points
about O-Cedar—so do your customers

You know that O-Cedar Polish and the O-Cedar Polish Mops are profitable lines to handle. When you sell an O-Cedar product, you know that it will fulfill its mission when your customer uses it.

Your customers know the merits of O-Cedar. By good, honest advertising—their qualities, uses and values are constantly kept before them.

A reminder that you handle O-Cedar is all that is needed to create extra O-Cedar sales for you. Now is the best time for you to let your customers know you have O-Cedar. A window display will help materially. We offer you the necessary sales cards to make your window attractive. They are yours for the asking. Do not let Housecleaning Time slip by without an O-Cedar Window. It will be timely. It will prove profitable.

Get in your O-Cedar window this very week.

Channell Chemical Co., Limited
Toronto - Canada



The Factory Behind Our Trade Mark

From a humble beginning 59 years ago in a small shop, about 12 ft. by 18 ft., we have yearly increased our capacity and manufacturing facilities to the magnificent modern, white tile and terra-cotta building shown above—the largest factory of its kind in Canada or America. It's worth something to you to be able to offer your customers Soda Biscuits manufactured in this bright, clean, scientifically-ventilated factory that is praised by pure food experts from all parts of the continent.

McCormick's
JERSEY CREAM **Sodas**

MAKERS ALSO OF McCORMICK'S FANCY BISCUITS

The McCormick Manufacturing Co.
LIMITED

General Offices and Factory—LONDON, CANADA.

Branch Warehouses—
MONTREAL, OTTAWA, HAMILTON, KINGSTON, WINNIPEG, CALGARY, PORT ARTHUR, ST. JOHN, N.B.



Mr. Grocer

You Know That Can



Is it well to the front in your displays?

Don't hide away your stock of **Borden's Eagle Brand Condensed Milk.** There's a particularly good demand for it just now when the fresh milk problem is usually a source of worry.

Connect with this demand by showing your stock of Eagle Brand Condensed Milk prominently now and during the entire Summer Season.

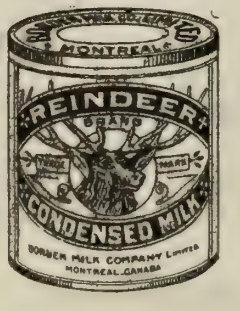
You know what Borden quality means—satisfied customers always.

Here are the other 5 Big Sellers

Borden's



Borden's



Bordens



Borden's



Bordens



Borden Milk Company, Limited

LEADERS OF QUALITY

MONTREAL

Branch Office: No. 2 Arcade Building - - VANCOUVER



MORE ALE FOR YOU

IT is an undoubted fact that peanut butter will be in bigger demand than ever during the warm season. Its high degree of food value; its light, sustaining features; its convenience, and, moreover, its economy, are becoming increasingly apparent to Canadian housewives. So that, while peanut butter is a good all-the-year-'round seller, the demand for it receives an additional impetus during the Spring and Summer months.

Be sure that you are well prepared for big business and REPEAT sales by handling Canada's best-known, best-liked brand—BOWES' Peanut Butter.

YOUR JOBBER WILL SUPPLY YOU. ASK HIM.

DOMINION CANNERS LIMITED HAMILTON, CANADA.

"The Seal of Quality"

Something New Grape Butter

Made from granulated sugar and **grapes. Just enough tartness to make it an excellent** substitute for ordinary butter.

Put up in hermetically sealed tins, each containing 10 oz. net.

Will keep in any climate.

A splendid package to mail Overseas.

Can be sold to the consumer at a very popular price.

Supply is limited.

Attractively labelled with Lynn Valley Wrappers.

Write for samples.

Dominion Canners Limited, Hamilton, Ontario

CLARK'S





TWO READY SELLERS

Well advertised and with an unrivalled reputation for

QUALITY

Economical for your customer.

Profitable for you.

W. CLARK LTD. Clark's **MONTREAL**

STANDARD Floor Dressing

Aids the Tidy Storekeeper

IT is a means of freshening and brightening the whole store. It aids in keeping the shelves and the goods on them always fresh looking and attractive in appearance. It maintains the floor itself in smoother, better and more sanitary condition.

No mop or feather broom can control the dust as Standard Floor Dressing does. When spread evenly and economically over the floor surface, it catches and holds fully 90% of the atmospheric dust in the store. All that is necessary to keep the dressed surface in good order is regular sweeping of the accumulated dust and dirt with a stiff brush or broom.

As a material Standard Floor Dressing is sanitary and preservative. A gallon will effectively treat 500–700 square feet of surface and will last for months.

The dressing is sold in one and four gallon cans and in barrels and half barrels. It is easily applied with an ordinary floor sprayer.

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES



If any advertisement interests you, tear it out now and place with letters to be answered.



Made in Canada

For your Jam Displays:

"E.D.S." Strawberry Jam

Made from specially selected Strawberries and made with that exacting care and attention which guarantee the true "E.D.S." quality.

Order your supplies now from any of the agents listed below.

The New Season's Pack will be ready in the very near future.

Profit and Customer Satisfaction result from E. D. S. Jam Displays.

E. D. Smith and Son Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.





Made-in-Canada by the All - Canadian Condensed Milk Company.



3

Made-in-Canada Sellers

The real selling merits of the Malcolm Milk Products will be apparent to you after a first trial. The Malcolm lines are exceedingly popular, and the margin on every sale is encouraging more and more grocers to push them regularly.

Not only are Malcolm's as good as any other Milk Products on the market—they are better than most—and what's more, **they are strictly Canadian-made.**

Send for your supplies now. We prepay freight up to 50c per 100 lbs. and deliver 5-case lots or more to any point in Ontario, Quebec or Maritimes.

THE

Malcolm Condensing Co.

Limited

ST. GEORGE, ONTARIO



SAPOLIO

The General All-Around Cleaner

Cleans
Scours
Polishes

ENOCH MORGAN'S SONS CO.

NEW YORK, U. S. A.

Agents for Canada—Harold F. Ritchie & Co., Ltd., Toronto, Ont.

For Toilet and Bath there is nothing more cleansing or refreshing than

HAND SAPOLIO

(Our Sapolio Toilet Soap)

Try it yourself and know why your trade repeatedly demand it.



Guaranteed

equal to Cream of Tartar for all Baking Purposes.



Leading Jobbers Sell Tartarine.

Litster Pure Food Co.
Limited
TORONTO

Raisin News for Millions

Our beautiful color advertisements in national magazines are telling women how to use Sun-Maid Raisins in many new ways. Raisins save sugar and improve plain foods.

KEEP SUN-MAID DISPLAYED

This year the Sun-Maid packages will be featured in all our magazine ads. It will pay you to show them in windows and on shelves.





SUN-MAID RAISINS

Three varieties of Sun-Maid Raisins: Seeded (seeds removed); Seedless (grown without seeds); Clusters (on the stem). Buy from your Jobber.

California Associated Raisin Co.
Membership, 8,000 Growers
Fresno, California

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S
DOG CAKES
Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.



KEYSTONE
HOUSEHOLD BRUSHES

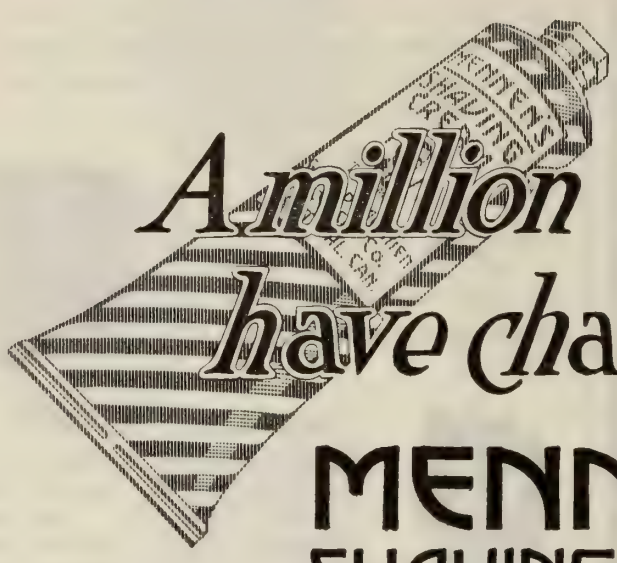
It is easier to sell brushes with a reputation.

There is a big opportunity in Keystone brushes for progressive dealers. Satisfied customers, quick turnovers and all the other necessaries of good, live business go with the Keystone line.

Write for prices and particulars on Keystone brushes and Nugget brooms to

STEVENS-HEPNER CO., Limited
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.



A million men have changed to MENNEN'S SHAVING CREAM

THEY have given up the old, indefinite call for "something to shave with"—and insistently, persistently—*demand* MENNEN'S.

These men are regular customers for the store that meets their wish. Millions more are familiar with the name MENNEN through

Our Nation-Wide Advertising

and only need your suggestion to join the army of regular users.

Make it easy for them to decide by showing a consistent counter or window display of MENNEN'S.

The line that has such a definite, assured sale means small effort—quick turnover—fresh, inviting stock—quick, steady, certain profit for you.

The MENNEN line will keep you before the people and

Make your store HEADQUARTERS for Toilet Preparations of Recognized Quality

Get in touch with us to-day, regarding effective displays and dealer helps.

The Complete Mennen Line

Shaving Cream	Cream Tint Talcum
Dentrifice	Mennen's Baby Soap
Talcum for Men	
Borated Talcum	Cold Cream
Sen Yang Talcum	Tar Shampooing Cream
Violet Talcum	
Flesh Tint Talcum	Kora Konia
Unscented Talcum	Ruvia

G. Mennen Chemical Company Factory: **Montreal**

Sales Office: Harold F. Ritchie & Co., Limited

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.



An N. C. R. System will solve your war clerk problems

Canada's merchants are face to face with new and serious problems.

(1) Salespeople are very scarce. To make up for this deficiency it is now necessary for storekeepers to adopt modern methods that will produce better clerks.

(2) Clerk hire is much more costly than formerly. To meet this condition it is necessary for clerks to serve more customers and complete more sales.

(3) Salespeople now to be had are new to the work. They have had little or no training. They are less skillful. They are not as good business producers as they might be. To overcome this handicap the merchant is in urgent need of store methods that will instruct and assist the newcomers to become highly efficient.

The merchant with these problems on his hands owes it to his business, his family and himself to instal an N.C.R. System without delay.

A National Cash Register will give you protection, quick service and economy.

It will enforce accurate, unchangeable records. It will speed up your service s that more sales can be made per clerk. It will stop guesswork and losses. It helps make good salesmen.

A National Cash Register will soon pay for itself out of what it saves

———————*For further information fill out this coupon and mail it to-day*———————

Department No. C.6
The National Cash Register Company of Canada, Limited, Toronto, Ont.

Please give me full particulars about what an N. C. R. System will do for my store.

Name .....Business .....

Address ....

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - Manitoba



Make this house your Western Headquarters

This is the home of the Scott-Bathgate Company—an organization equipped with every facility for getting you the kind of results in the Western Markets that you are seeking.

We cover the entire Western Wholesale and Retail field. Nine of our men do retail work exclusively.

If quick, sure returns interest you, write now for full particulars to

SCOTT-BATHGATE CO., LTD.

149 Notre Dame Ave. E., WINNIPEG

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WHOLESALE

GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.

Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

UGSLEY, DINGMAN & CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.

F. D. COCKBURN CO.

WINNIPEG

THE

Robert Gillespie Co.

MALTESE CROSS BUILDING
WINNIPEG

IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. & J. JONES

WINNIPEG - VANCOUVER

Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

Williams Storage Co.

WINNIPEG

Lessees
WINNIPEG WAREHOUSING CO.
288 Princess Street

Owners
C. S. TURNER CO.
147 Bannatyne Avenue

Prompt and Efficient SERVICE

Bonded or Free Storage
Track Facilities Steam Heating
WAREHOUSING DISTRIBUTING
STORAGE

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

Warehouse Space To Rent

We have to rent in our Calgary warehouse two floors 50 x 110, and two floors in our Edmonton warehouse 50 x 120. These warehouses are located in the centre of the wholesale district, are of finest mill construction, and are equipped with two elevators. Lowest rate of insurance and good loading and trackage facilities. If you require warehouse space in Calgary or Edmonton, write our offices at these points.

DONALD H. BAIN Co.

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

This Space is Yours For $2.50 On Yearly Order

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

LOGGIE, SONS & CO.
Merchandise Brokers and Manufacturers' Agents
Grocery, Drug and Confectionery Specialties.
"We cover Canada 3 times a year."
Foy Bldg., 32 Front Street W.
TORONTO - - ONTARIO

Coffee, Its History, Classification and Description
By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.
MacLean Publishing Co.
Technical Book Department.
143-153 University Avenue, Toronto.

Are You Interested?

CANADIAN GROCER reaches the retailer, the wholesaler, the manufacturer, the clerk and the traveller, just the men to whom you wish to sell or from whom you would buy.

RATES:
(payable in advance)
2c per word, first insertion.
1c per word, subsequent insertions.
5c extra per insertion when replies are to be addressed c/o Canadian Grocer.

No Other Paper Reaches All These Men.
Is Selling a Business?
In Buying a Business?
In Engaging a Clerk?
In Securing a Position?
In Securing a Partner?
In Disposing of Second-hand Fixtures?
Then you should use.
Canadian Grocer's Classified Ad. Columns.

It should find for you among the progressive Grocers of Canada at least one individual who is on the lookout for just such a proposition that you have to offer.

Canadian Grocer
143-153 University Ave., Toronto

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

EL ROI-TAN PERFECT CIGAR

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

QUEBEC

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

J. R. GENEST
Wholesale Grain, Flour and Feed
SPECIAL—Pastry Flour
GROCERS SPECIALTIES
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.



IT'S THE REAL MACKAY

Are you selling
Mackay's Pearl Barley Flour?

It's the Canadian-made "Barley Food" that everybody is talking about. The ideal, easily - digested food for Infants, Invalids, Aged People and Nursing Mothers.

For flavoring soups and gravies it is without any equal whatever. Dr. McGill, the Dominion Chemical Analyst at Ottawa, recommends MacKay's very strongly.

Consumer advertising is boosting the demand. Get your share now. Order from your wholesaler or direct from

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

Approved by dealer and customer

Marsh's Grape Juice pleases the dealer with lively selling and the customer with its delicious Concord Flavor.

Freight prepaid on 5-case lots or more.



The Marsh Grape Juice Company
Niagara Falls, Ontario

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.) HAMILTON

We are Hamilton Agents for DIAMOND CRYSTAL SALT

"The Salt That's All Salt"

Big shipment just to hand. Send us your order for quality goods.

BRISTOL, SOMERVILLE & CO.

Worth showing and worth recommending

EGG-O BAKING POWDER



Every cake and every biscuit made with Egg-O Baking Powder brings the smile of satisfaction to the most particular housewife. She knows from experience that Egg-O is the best baking powder made—that it is guaranteed to "make good" whether used with sweet milk, sour milk, buttermilk, or water.

And this is why Egg-O is such a steady repeat seller. Customers come back for it after a try-out.

Keep your stock well displayed.

Egg-O Baking Powder Co., Limited

HAMILTON, CANADA

Every good grocer should stock, display and recommend Furnivall's, the Fine Fruit Pure Jam that established a new quality standard in the world of good jams.

Furnivall sales are repeats—always—and Furnivall profits are always good.

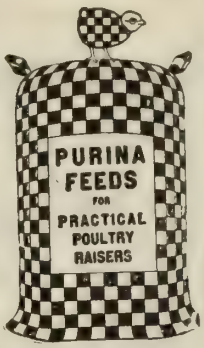
FURNIVALL-NEW, Limited

Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

You start the club and we'll do the rest



Give your customers the opportunity to win some of the valuable prizes we are now offering to members of the

CHICKEN CHOWDER CLUB

The objects of the club are both patriotic and practical.

We want to increase the country's supplies of meat and eggs. We want to sell more *PURINA POULTRY PRODUCTS* to poultry owners and *we want to sell them through the dealer.*

A branch of the Chicken Chowder Club will boost your sales because we'll help to boost them with Circulars and Poultry Books for your customers. Posters for your store and in many other ways.

Make this Chicken Chowder Club the source of profit it is meant to be for you by pushing the idea in your community. Don't overlook the fact that the profit on Purina Products is far in excess of what you make on grocery lines that you sell every day.

TWO SPECIAL PRIZES FOR THE RETAIL TRADE

1st. To the merchant turning in the most coupons from circulars left at store (which can be obtained from us or through our travelers) we will give 100 lbs. of Purina Chicken Chowder and 100 lbs. of Purina Scratch Feed.

2nd. For the clerk making the best window display of Purina Poultry Feed $5.00 in cash.



So get that Poultry Department going. It's worth while.

Note—This special competition is for General Merchants and Grocery Stores only.



The Chisholm Milling Company, Limited
Toronto



Well Worth Pushing

Not only by reason of the profit attaching to the sale, but because they are quality goods which make satisfied customers.

KEEP
THEM
TO
THE
FRONT.

THEY'RE WORTH IT.



KKOVAH CUSTARD

KKOVAH HEALTH SALT

Sole Agents for Canada:

Maclure & Langley, Limited

TORONTO WINNIPEG MONTREAL

KING GEORGE'S NAVY

CHEWING TOBACCO

The finest quality tobacco

The men of your town who look for and appreciate a chewing tobacco that is unquestionably superior will find their anticipations fully met by the splendid texture and flavor of King George's Navy.

No good grocer can afford to omit this popular line from his tobacco stocks.



Rock City Tobacco Co., Ltd.

If any advertisement interests you, tear it out now and place with letters to be answered.



Handle your telephone with care

Many repairs to telephones are due to careless handling. In view of the shortage of telephone material, we ask subscribers to help us conserve supplies by taking proper care of their telephone equipment, also to avoid ordering any new installations not absolutely necessary.

The Bell Telephone Co. of Canada

"Good service . . . our true intent."

June Butter

The best to pack for winter use



Tall Butter Jars

With or Without Covers
¼ gal. to 6 gal. at 15c per gal.

Show your customers how conveniently and securely they can stow away ample supplies of good June Butter in these Butter Jars.

Anything that will help reduce the high cost of living is sure to interest every good housewife.

The Butter Jars offer her a real opportunity to avoid the high winter prices of butter by putting away sufficient good June butter now.

Show these crocks in your store. Write now for folder showing complete line and prices.



French Pots

Black or White Glazed

The Toronto Pottery Co.
Limited
617-618 Dominion Bank Bldg.
KING & YONGE, TORONTO

It's Easy

to sell such a high-class summer beverage as Barnes Pure Concord Grape Juice. There's a deliciously different flavor to Barnes that captivates the critical.

And the margin is a good one.



The Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONTARIO



Have No Hesitation

in choosing

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR
SOLE PACKERS
Halifax . N.S.

LIEUT.-COLONEL ———, the writer of the following letter, abandoned a lucrative business and joined the Canadian forces in August, 1914. He has never been out of uniform since. He has been in some of the heaviest fighting; has been wounded several times; was given up by the doctors; recovered and is again at the Front; was offered command of a brigade. He is regarded as a man of so much importance that he has been guaranteed a sure seat in the House of Commons and will be one of the chiefs, if not the leader, in the returned soldiers' movements in Canada.

Lt.-Col. John Bayne Maclean, France, April 5th, 1918.
Toronto, Canada.

Dear Colonel Maclean:-

Yesterday I had handed to me by Captain———————a copy of MacLean's Magazine with your article on ''WHY WE ARE LOSING THE WAR,'' which has been sent to him by a lady from Edmonton because of the reference made in it, no doubt, to . . . . . I have read the article over carefully and so have many of my officers and I thought I ought to let you know how deeply impressed we all are with your array of facts and arguments and the manner in which you have marshalled them together in a brief that should bring envy from the best legal minds in Canada.

For a long time I have been filled with the same ideas with reference to the infantile handling of the great affairs of State by the big men of our country and as one who has been brought up in the greatest awe and respect for those high in authority in England I tried to fight against the gradual turn my mind and heart was taking towards these great leaders. Furthermore, being a soldier, I felt it would not be in keeping with my duty to make comment or criticize those in authority and perhaps also I lacked the courage lest I might bring about my ears criticism which must always follow attacks upon big men. I believe there are many others who have shared the same views and for the same reasons refrained from ''Talking out in Meetings.'' You have stepped into the breach and taken upon your own shoulders the burden of a whole people and in doing so I realize what it will mean to you and the courage and fearlessness which you must have in order to have taken this step. I know of no other man who has so boldly set before us Britishers our own case. You will, no doubt, having attacked these great leaders, find yourself in a maelstrom of criticism. You will be called disloyal and you will be vilified and abused, but the truth of your statements cannot be gainsaid and you must eventually stand out as a great and fearless citizen who was not afraid to place himself in jeopardy, that EVEN YET A ROTTEN SITUATION MIGHT BE TURNED INTO VICTORY BY PROPER HANDLING.

The history of this war has been a history of bungling on the part of the higher ups, interwoven with a history of devotion, loyalty and doggedness on the part of men in the ranks, which can never be excelled. It has been one continual panorama of ''light brigade'' episodes and our brave men still go on fighting knowing that ''someone has blundered,'' yet feeling that blunder or no blunder, we must fight and fight on that civilization may be preserved and British traditions maintained.

Some sections of the public here abuse Northcliffe, Lloyd George and Beaverbrook but having watched things closely for a few months I have come to the conclusion that in these three men and their associates lies the future of the British Empire. The old regime is fighting and dying hard. Incompetency is also tenacious and hangs on doggedly to the high positions where it has been entrenched for so many years in British public life. A few brilliant charges like yours will start such an onrush of public opinion throughout the Empire that sooner or later he will be dislodged, and brains having taken his place, we may look for results. Until that time comes, we need not hope for a change in the present state of affairs.

OUR MEN MUST HANG ON FOR THE TURN OF THE TIDE IN THE BRITISH PUBLIC LIFE FOR AT THE SAME TIME THERE WILL BE THE TURN OF THE TIDE TOWARDS VICTORY IN FRANCE.

Faithfully

Signed.....

Commanding.....

This letter was not marked "private," but for good reasons the name is temporarily withheld. If desired it will be given in confidence to Sir Robert Borden or Sir Wilfrid Laurier. MACLEAN'S MAGAZINE and THE FINANCIAL POST have outstripped all other Canadian newspapers and magazines in information on the big war and political problems of special interest to business men. Address MacLean Publishing Company, University Avenue, Toronto, Canada.

Mr. George Washington of New York Says

that he has turned the entire output of the G. Washington Refined, Soluble Coffee, over to the Government for the Soldiers in the front line trenches Overseas.

He hopes shortly to be able to again supply the trade; in the meantime you and your customers' indulgence is asked.

Some of the Jobbers still have stock.

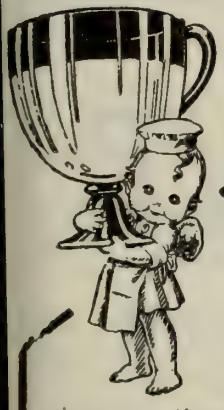
Tasty Table Delicacies

Universal Fruit Sauce
Chili Sauce
Tomato Chutney
East India Relish

These goods are attractively packed and find a ready sale. If you do not already stock them, place a trial order with your jobber.

Manufactured by

Taylor & Pringle Co.
Limited
OWEN SOUND



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the
WATFORD MFG., Co., Ltd.
Delectaland, Watford,
England.

Freemans FOOD PRODUCTS Watford

WETHEY'S Orange Marmalade excels all others

"No, Sir, said Graydon"

GRAYDON is a hardware dealer. He said, "No, Sir," to a traveller who had asked five minutes of his time in which to demonstrate a new incubator that the M—— Mfg. Co. were putting on the market. "No, I don't know your firm," Mr. Graydon continued in a chilling tone that matched the winter weather without, "I have never heard of it before nor of your incubator, and I have no time just now to listen to you."

But the traveller persisted, asking, "How, then, am I to make the merits of our incubator known to you if you won't take time to hear my explanation?"

"Well, I'll answer that question, since you ask me," replied the dealer in a more genial tone. "Your firm should advertise your incubator in the trade paper that all we hardware men read every week, Hardware and Metal. They should keep on advertising it until we have had time to gain the main points about it and have become sufficiently interested to want to sell the line. Then you could call, talk prices, etc., and little time would be wasted. You know merchants nowadays, because of scarcity of clerk help, have very little time to give to travellers. You should get your firm to do its missionary work in advance through the trade papers. That's the way to save our time and yours, too."

This is what Ross of Lucan, wrote the manager of DRY GOODS REVIEW

J. M. Ross & Co., General Merchants, Lucan, Ont.—The fact that we have been subscribers for THE REVIEW for over ten years is sufficient evidence of our appreciation of its value to us.

Our staff takes advantage of many valuable suggestions appearing monthly.

We see advertisements of certain classes of merchandise that would escape our attention if it were not for THE REVIEW.

Our mail usually consists of 50 per cent. circulars and booklets that find their way to the baler without being read. Were they consolidated with all the interesting matter found in the columns of THE REVIEW, they would not only come under the observation of the retailers but the members of their staff as well and we are sure better results would be obtained.

$300-$1,200 a year to back up and prepare for traveller's calls, when worked down to lowest terms, becomes a very small sum.

Spending	To support the solicitation work of	Means in a year
$300	5 travellers	$60 per traveller or $5 a month
$600	10 "	$60 " " $5 "
$1,200	12 "	$100 " " $8.33 "

A traveller will make probably 125 calls in a month. So it works out about 4c-7c a call to support him. His actual call (salary and expenses) probably cost the firm on an average $2. That is to send a man out will cost, for his salary and expenses quite $10 a day. We suggest that, in McCurdy's case above, an extra $1 spent on making known his incubator and the firm making it would have been well spent money.

Besides which one must take into consideration the resultful influence of advertising on firms travellers never call on and whose business must be courted by advertising.

To spend $300-$1,200 a year for an all-the-year-round campaign of page spaces in one or other of the following retailers' newspapers is cheap business insurance:

CANADIAN GROCER - - - - (Weekly)
HARDWARE AND METAL - - (Weekly)
DRY GOODS REVIEW - - - (Monthly)
MEN'S WEAR REVIEW - - - (Monthly)
BOOKSELLER AND STATIONER - (Monthly)
SANITARY ENGINEER - - (Semi-Monthly)

Keep a page advertisement in the business paper your customer and wanted customer read. Your travellers will get business more easily, and the $10 or so a day it costs to keep them out will be getting you bigger orders.

Send for copies, etc., of the above-named retailers' newspapers. Find what firms are using them and how they are using them, and study the papers on their editorial side, observing their downright money value to retailers; addressing the publishers.

The MacLean Publishing Company, Limited

Toronto, Canada

Its ASSAM qualities

give it richness, strength, economy

THERE are over a dozen different varieties of choice teas skilfully blended to produce Red Rose Tea. The majority of the teas are ASSAMS, which are noted for their full flavor, richness, strength and economy.

These ASSAMS give Red Rose Tea its distinctive quality—a tea that is unlike any other—and which is never sold in bulk, but always in the sealed packages that are to be found in almost every grocery store in Canada.

Don't you think it would be good business to make this distinctive and popular tea your leader rather than to push the sale of common teas that can never give the same satisfaction to your customers?

T. H. Estabrooks & Co., Limited

St. John, Toronto, Winnipeg, Calgary

Tea Import Prices

☛ All import quotations for *Ceylon, Indian, Japan* and *China* Teas are from seven to twelve cents per pound higher than local prices on spot stocks.

☛ We believe they will be even higher throughout the year.

☛ The merchant who will purchase at present for requirements for the year, will have considerable advantage over his competitors.

What will you require? We have the stock.

KEARNEY BROS., LIMITED

TEA AND COFFEE MERCHANTS

33 ST. PETER ST. MONTREAL, QUE.

THE NEW APPETISER

Delicious Flavour **SAVORA**



Delicate Aroma **SAVORA**

Made by J. & J. Colman, Ltd., London, England, with Colman's D.S.F. Mustard.

Therefore, Savora can be recommended to your customers without hesitation as the best Mixed Mustard packed.

In large glass jars to retail at 35c In small glass jars to retail at 20c

Let us send you a case of each

MAGOR, SON and COMPANY, LIMITED

191 ST. PAUL ST. W., MONTREAL Canadian Agents 30 CHURCH ST., TORONTO

O'LOANE, KIELY & CO., LTD.

VANCOUVER, B. C.

Wholesale Grocery Brokers, Manufacturers Agents and Distributors

We offer first-class Intelligent and Reliable Service.

25 years' experience in Wholesale Grocery and Kindred Lines.

WE HAVE experienced specialty Salesmen; Free and Bonded Storage Facilities and Trackage.

We have Reliable Brokerage Connections in every Wholesale City in Canada and in many United States Cities.

WE SOLICIT RELIABLE ACCOUNTS

IMPORT and EXPORT DEPARTMENTS

IMPORTERS—Specializing Oriental produce, including Beans, Peas, Seeds, Rice, Tapioca, Spices, Tea, Coffee, Ceylon Cocoanut, Peanuts, Walnuts, Sulphur, Kauri Gum, Hemp Oil, Cocoanut, Peanut, Cottonseed, Soya Bean, Castor, Chinawood Oil, Fish Oil, Australian Mutton; Packers' By-products, including Tallow, Grease, Lard, Sausage Casings, Hides, etc.; Cordage, Glassware, Matches, Raw Materials, etc.; Dried Fruits, Honey, Jams, Fruit Pulp, Australian Currants and Produce.

EXPORTERS—Including Canned Salmon, Herring, Clams, Pilchards, Salt Herring and Salmon in barrels, and other Cured Fish; Canned Milk, Canadian and American Canned Fruits and Vegetables, Dried Fruits and Vegetables and other Food Products, Paper, Pulp, Lumber, Box Shooks, Potatoes, Apples, Beans, Peas, Seeds, etc.

CANADIAN GROCER

Vol. XXXII. TORONTO, JUNE 7, 1918 No. 23

New Prohibitions Serious for Trade

Unless Licensing System is Elastic the Regulations Will Involve Grave Hardships to Many Lines of Business—The Fruit Trade Hardest Hit—Prohibition of Import of Deciduous Fruit Little Short of Disastrous to the Trade

IN the list of goods, the import of which is prohibited, that has just been made public by the government, the burden falls as usual most heavily on the fruit and grocery trades. The non-essential goods barred include a great number of products that are not considered non-essential by a great many people, certainly not as non-essential as many of the commodities that are permitted import.

Possibility of License

There is some consolation in the phrase that speaks of the possibility of licenses being granted by the Minister of Customs on the authority of the War Trade Board. This is thought by some handlers to indicate that the restrictions will not be as drastic as the first reports would seem to suggest. W. G. Patrick, of the W. G. Patrick Company, Toronto, large importers of nuts, is of the opinion that there is a great probability that business in this line will not be entirely cut off, that where these goods can be shown to be essential to the carrying on of certain industries as nuts have become to the confectionery trade, that they will still be permitted to import. It is his opinion, however, that this will only apply to shelled nuts; that nuts in the shell can only be used for table consumption, and consequently will be considered a luxury and non-essential.

The List of Restrictions

The list of goods under restriction, as far as it directly concerns the grocery trade, is as follows:

Fruit and vegetables—

Blackberries, gooseberries, raspberries, cherries, strawberries, cranberries, currants and grapes. In green fruits: peaches, plums, quinces, apricots, pears and nectarines. Further mention is made of mangoes, plantains, pomegranates and pineapples. In the vegetables are sugar beets and fresh tomatoes, the latter a very important item.

Nuts

Include almonds. shelled and unshelled, unshelled Brazil nuts, shelled and unshelled pecans, shelled peanuts, unshelled walnuts and other unshelled nuts.

Fruit juices, peels and extracts—

Candied peels, candied fruits and nuts are included with sweetened breads, cakes, pies and puddings containing sugar; flavoring extracts, custard and jelly powders, lime and fruit juices.

According to this list the fruit trade seems to have suffered the most seriously, though other industries are hit seriously enough. To the fruit trade, however, unless some latitude is assured this order may indeed prove disastrous.

In all probability the government has been influenced by representations that have been constantly made by Canadian fruit growers that the importation of early fruit took the edge off the Canadian market. Of course that is not a sound proposition, the inadequate distributing facilities and the more perishable nature of the Canadian fruit being alone responsible for any disadvantage. However that may be, it is unquestionably a fact that a great bulk of the fruit wholesalers and jobbers maintain their business on the profits obtained from the goods now put under embargo. The southern fruit and the Californian deciduous fruit make them some more money where they can only lose on Canadian grown fruit, while the retailer makes no small amount of his profits on these very lines, so that he as well as the wholesaler will be a sufferer. This wholesale attack on one business seems hardly a fair distribution of burdens.

A Blow to Conservation

Moreover it has another and more serious aspect; that is the bulk of these goods restricted are foods, foods that have been grown for market, and to a certain extent for this market that has been closed against them. With one department of the government urging conservation and the consumption of perishable food, another department is forbidding the importation of this perishable food, and that at a time when Canada is producing practically no goods of her own of this nature. It will be months yet before Canadian vegetables and fruits will be on the market in sufficient quantities to take care of the demand. The tomato crops, Mississippi, Tennessee, Arkansas, and New Jersey, have yet to be marketed before the Canadian tomato crop is available. Of necessity people must turn to some other kind of food. In these days the salad in many cases takes the place of meat, and one of the chief components is on the restricted list.

Manufacturers Affected

Moreover a good many manufacturers have been purchasing stocks in the United States for the manufacture of their products. Jams and canned fruits are in many cases made from American products, and their curtailment will mean a serious hardship.

Generally speaking the grocery trade has received a fairly serious blow. The restrictions on candied peels and fruit extracts will have a marked effect on the manufacture of many of the lines that are handled in the grocery store. None of the products restricted are of course essentials, but to describe them as non-essentials, while permitting the importation of many other lines of a decidedly less essential nature, seems scarcely just.

Food Too Often on Restricted Lists

As a general contention it might be urged that the less restrictions that are imposed on food and clothing the better, and the least essential food of all is of more importance at the present time to the country than the article that ministers only to the vanity or convenience of the public, as is the case with a multitude of goods that as yet remain unrestricted.

At the present moment only a rough draft of the regulations is available, and the customs offices have not been advised of the change, so it is quite possible that in actual operation these restrictions may turn out to be less burdensome than they at present appear. This will depend entirely on the interpretation of the licensing clause and on the question of how freely these licenses may be granted.



EIGHTEEN years ago a little barefoot "newsy" could be found on the streets of Canton, Ohio, at all hours, selling the daily papers. The older business men of Canton still remember the bright-eyed lad, who was so alert, vigilant and anxious to please. Even at that early age, A. B. Flory was on the look-out for Opportunity. He saved his money, bought up one newspaper route after another, until in a surprisingly short time he was literally "newsboy king" of Canton.

But young Flory considered this merely a means to an end. Even then his mind was fixed upon larger ambitions. He possessed the first essential to real success—he wasted no time considering difficulties, he planned to overcome them. At sixteen he had accumulated a small capital and first attempted to realize his dream of getting into retail merchandising. He opened a small store while still running his newspaper business, but it did not prove a success.

Starting a Grocery Business at 22

Nothing daunted by this failure, he continued to save, until at the age of 22 his savings amounted to $1,350. He then quit the newspaper business, purchased a store and embarked upon his life work. Before he had been in the business long, Mr. Flory realized that there was considerably more to the grocery business than merely buying and selling. He saw that one of the great evils of the grocery business was the abuse of the credit privilege. So he experimented by opening a second store and putting both upon a strictly cash basis. This venture, proved a moderate success but brought home to Flory more than ever the truth that he yet had many difficulties to overcome and problems to solve.

"I felt," said Mr. Flory, "that I knew enough about the grocery business to buy properly, and to handle it successfully as long as I was in the store, but no one man can run a business of any size now-a-days, and I realized the difficulty of getting competent help. The average clerk, having no financial interest in a business beyond his pay, quite naturally lacks the incentive that spurs to alert attention and prevents errors. The proprietor has to carry the load alone.

"After being in business about a year and a half," continued Mr. Flory, "my health began to fail and I sold out. It was my intentio nto quit for good. But about ten weeks later, the wholesalers asked me to take back the business, stating that my successor had so run things down that, unless I again took over the business, they would be obliged to sell him out. I agreed, provided they would extend me a line of credit to stock two additional stores, and start out on a strictly cash basis. This they agreed to do.

His Middle Name Was Trouble

"The first week I took hold, the gross business amounted to $121.81. Figuring on a 5 per cent. net profit basis, you can see what I made out of it that first week. My middle name was Trouble in those days, and folks spent their spare time guessing as to how long I would last. Some of the wholesale houses put me on the C.O.D. list.

"But in 1912 all four stores were doing a fair business, although I could not seem to make the headway nor the profit to which I felt I was entitled. We bought in large quantities, usually direct from the producer and sold on a small margin of profit. By so doing we established a reputation that pulled trade, but we could not seem to realize on that small margin of profit. Theoretically we made it, but as a hard, cold fact, we did not get it. In fact, two of our stores, while doing a good business, only just cleared expenses. The only thing that carried us along was that I always believed in the square deal, and the public believed in me.

Finding Out Where the Money Was Going

"Something had to be done and I set out to do it. It was up to me to find out where my money was going to. First, I made a very thorough analysis of my entire business. My bookkeeping system I found was O.K. I had a complete set of books on each of my stores and could quickly determine the financial condition of each. I personally handled the buying, which eliminated that as an element of weakness. My selling prices were ample to afford me a reasonable margin of profit. My entire overhead expense was figured as low as I could see any way to get it without injuring my service. I was finally forced to the conclusion that the only possible weakness in my system must be in the actual handling of the cash and records at the time the sales were made. In other words, there was nothing that could prevent carelessness or other irregularities.

"A business friend strongly advised me to install receipt printing cash registers, claiming that they would insure me the protection I so evidently lacked. I made the change and in a very short time eased to worry over whether or not I was getting all my profits. Results spoke for

ON THE LOOKOUT FOR OPPORTUNITY

Seven years ago a "newsy" from the streets of Canton, Ohio, decided to start in the grocery business. He had saved $1,350 and he thought he could put the deal across. To-day A. B. Flory owns and operates 22 stores, with a gross weekly turnover of $36,000, and he was thirty years old on June last. This is, then, the story of the rise of Canton's newsboy grocer.

By John M. Field.

themselves. Our bank balances grew, we had more ready cash to discount bills and soon my finances improved to such an extent that I was enabled to open more stores. A noticeable change was in the entire absence of disputes between clerks and customers. Previously, I had often been involved in these disputes, and while I always took the attitude that the customer was right, yet there was bound to be some ill-feeling, and that means loss of business. I feel that this system has been largely instrumental in building up my business.

How the Business is Protected

"What do I consider the strongest protective feature of my present system? Well, I would say the cash register receipt. I not only insist that my clerks shall give these receipts to the customers, but I get the customers to ask for them by offering premiums for their re-return. You see, when a customer buys a dollar's worth of goods and gets a receipt for a dollar, I know that the dollar goes into my cash drawer, for the same operation that prints the receipt makes a record for me of the amount, date and initial of clerk, under lock and key. If I don't find that dollar in the cash drawer I know who is responsible.

"Each day my managers send in their receipts for the day, after balancing the registers. Envelopes are used, the outside of which is ruled with spaces for the store number, register drawer number, date, time, hours on duty, numbers of customers waited on, number of sales made, total amount of sales, clerks, initials, amount of cash enclosed, cash receipts for money paid out, refunds, etc., together with the present register reading, the previous reading and the reading for the day. Most of this data is automatically compiled by the register and involves no detail work.

"These are some of the reasons why I have been enabled to build up my business from a weekly total of $121.81, seven years ago, to $35,400 weekly, which is the present average of our combined retail and wholesale business. It is my firm conviction that the two things most essential to success in any line are, first, to give the public a square deal all the time, and second, have some system that gives an absolutely accurate check on every dollar that is taken in or paid out.

Managers Paid on a Percentage Basis

Mr. Flory's store managers are paid on a basis of a certain percentage of the store receipts, excluding sales of sugar. From this they pay whatever help is necessary. This makes their income dependent upon their ability — they are practically in business for themselves. Semi-monthly meetings of his store managers and monthly meetings of his clerks are held, at which meetings complaints and suggestions are received and discussions held regarding advertising, window displays, salesmanship, etc. Recently his employees gave him a surprise dinner, and over the table a large sign was hung, reading, "We Will Help You Get 50 Stores by 1920."

DINNER

Our cousins are climbing to dinner,
Our larder is showing a lack,
So pass the kick under the table,
And signal the family "hold back."

You, mother, decline the potatoes;
And father, go light on the meat;
And sis, have a heart for the sugar;
And bub, skip the bread when you eat.

There—France, have some more, let us beg you;
John Bull, let us fill up your plate;
And Belgium, another good helping—
Gee, folks, but to have you is great!

—McLandbrugh Wilson.

SIMPLER CODE

In olden days a gentleman used to call upon a lady with much formality and stately ceremony.

Well?

Now he merely drives up and honks for her to come out.



Below: Interior of one of the 22 stores owned and operated by A. B. Flory, Canton, Ohio. Above: His first store.

Where Weekly Half Holidays are Held

Days on Which Stores Are Closed in Various Centres of the Different Provinces of the Dominion, Also Some Information as to the Evening Closing of These Stores—A List Collected For the Benefit of Travelers

WITH a view of eliminating waste effort on the part of travelers in calling at towns on days when the stores are closed, a waste that can be ill afforded in these days of short staffs and limited train service, CANADIAN GROCER is publishing herewith a list of towns where half holidays are in force, and also the evenings on which the stores of the place are closed. An elaboration of this list will appear in next week's issue.

The list at present is as follows:

BRITISH COLUMBIA

CRANBROOK.—Stores close Wednesday noon and every evening except Saturday.

NELSON.—Stores close Wednesday 1 p.m. and every evening except Saturday.

NEW WESTMINSTER.—Stores close Wednesday 1 p.m.

KELOWNA.—Stores close Thursday noon and evenings except Saturday.

REVELSTOKE.—Stores close Wednesday 1 o'clock, and every evening except Saturday.

VANCOUVER.—Stores close Wednesday noon.

VERNON.—Stores close Wednesday 1 p.m., and every evening except Saturday.

ALBERTA

CALGARY.—Stores close Wednesday 1 p.m. June, July and August, and every evening except Saturday at 6 p.m.

LETHBRIDGE.—Stores close Wednesday 1 p.m., and every evening except Saturday.

SASKATCHEWAN

BATTLEFORD.—Stores close Thursday noon, and every evening but Saturday.

DODSLAND.—Stores close Monday, Wednesday and Friday evenings at 6 p.m.

MAPLE CREEK.—No half holiday. Stores close every evening except Saturday.

MEDICINE HAT.—Stores close Wednesday 1 p.m. June, July and August, and every evening except Saturday.

MOOSE JAW.—Stores close Wednesday noon.

REGINA.—Stores close Wednesday noon, and every evening except Saturday.

SWIFT CURRENT.—No half holiday. Stores close every evening except Saturday.

MANITOBA

BRANDON.—Stores close Thursday, 12.30 p.m. May, June, July and August, and every evening except Saturday.

DELORAINE.—Stores close Friday noon and every evening except Saturday.

SOURIS.—Stores close Thursday, June, July and August, and every evening except Saturday.

WINNIPEG.—Stores close Wednesday 1 p.m. May, June, July and August, and every evening but Saturday, when stores are open till 10 p.m.

ONTARIO

ALEXANDRIA.—No half holiday. Stores close Monday, Wednesday and Friday.

ALMONTE.—No half holiday. Stores close in evenings except Monday and Saturday.

ALLISTON.—No half holiday. Stores close every evening except Wednesday and Saturday.

AMHERSTBURG. — Stores close Thursday 1 p.m. June, July and August.

ARNPRIOR.—No half holiday. Stores open Tuesday and Saturday evenings from April to October, Saturdays only for balance of year.

AURORA.—Stores close Wednesday 12 p.m. Are open on Saturday evenings only.

AYLMER.—Stores close Wednesday 12 p.m. June, July and August, and on Wednesday and Friday evenings.

BELLEVILLE.—Stores close Wednesday noon June, July and August, and evenings except Saturday.

BALA.—No half holiday. Stores close every evening except Wednesday and Saturday.

BARRIE.—Wednesday 1 p.m. July and August. Closed every evening except Saturday.

BLENHEIM.—Stores close Wednesday 12 p.m. Stores open Tuesday and Saturday till 9 p.m., and closed other evenings at 6 p.m.

BOBCAYGEON.—No half holiday. Stores open Tuesday, Thursday and Saturday evenings. Close at 7 p.m. other evenings.

BOTHWELL.—No half holiday. Stores close Monday, Wednesday and Friday.

BRANTFORD.—Stores close Wednesday 1 p.m. Closed every evening except Saturday at 6.30 p.m.

BURKS FALLS.—Stores close Thursday afternoon, June, July and August. Open Saturday evening only.

BURLINGTON.—Stores close Wednesday noon, May, June, July and August. Are open in evenings.

CAMPBELLFORD. — Stores close Friday 12.30 June, July and August.

CARLETON PLACE.—No half holiday. Stores close Monday, Wednesday and Friday evenings.

CHAPLEAU.—Stores close Wednesday at 1 u.m. Monday, Wednesday and Friday evenings 6.15 p.m.. Tuesday and Thursday 8.15 p.m., and Saturday 10.30 p.m.

CHESTERVILLE.—No half holiday. Stores close Monday, Wednesday and Friday evenings, other nights open till 9.30; Saturday 11.

COLLINGWOOD. — Stores close Thursday 12.30 p.m. June, July and August, also close every evening at 6.30 except Saturday and day before a holiday.

COBALT.—Stores close all day Wednesday during June, July and August, and every evening except Saturday at 7.

COBOURG.—Stores close Wednesday 12.30 June to September inclusive, and every evening except Saturday.

COCHRANE.—No half holiday. Stores close Monday, Tuesday and Thursday 6 o'clock.

COPPERCLIFF.—Stores close Wednesday afternoon during June, July and August, and every evening except Saturday and before a holiday.

COBDEN.—No half holiday.

CREEMORE.—No half holiday. Stores open Monday and Saturday.

DUNVILLE.—Stores close Wednesday 12.30 May to August inclusive, and evenings except Saturday.

DUTTON.—Stores close Wednesday 12.30, and every evening except Saturday at 6.

DESERONTO.—Stores close Wednesday noon, and every evening except Monday and Saturday.

ELORA.—Stores close Wednesday noon and every evening except Saturdays.

ENGLEHART. — No half holiday. Stores close Mondays, Wednesdays and Fridays at 7 p.m.

EXETER.—Stores close Wednesday 12.30 and every evening except Saturday.

FINCH.—No half holiday. Stores closed Monday, Wednesday and Friday.

FENELON FALLS. — Stores close Wednesday afternoon till September 15, open evenings.

FORT FRANCIS.—No half holiday. Stores close every evening except Saturday.

FORT WILLIAM.—Stores close Wednesday 12.30 June, July, August and September, and every evening except Saturday.

GANANOQUE.—Stores close Wednesday noon, June 12 to September 18, and every evening except Saturday.

GRIMSBY.—Stores close Wednesday 12.30 June, July and August, and every evening except Saturday at 6 p.m.

GUELPH.—Stores close Wednesday 12.30 May to October inclusive, and every evening except Saturday.

HAILEYBURY.—No half holiday. Stores close every evening except Saturdays.

HAMILTON.—Stores close Wednesday 1 p.m. and every evening except Saturday.

HAWKESBURY.—No half holiday. Stores close Tuesday and Friday evenings.

HUNTSVILLE.—Stores close Thursday at 1 p.m. June, July and August, and every evening except Saturday.

KEENE.—No half holiday. Closed every evening except Wednesday and Saturday.

KILLALOE STATION.—No half holiday.

KENORA.—Stores close Wednesday at 1 p.m. during June, July and August, and every evening except Saturday.

KINCARDINE.—Stores close Thursday 1 p.m. Open every evening.

KINGSTON.—No half holiday. Stores close every evening except Saturdays.

KINMOUNT.—No half holiday. Stores close every evening except Saturday.

LANSDOWNE.—No half holiday. Stores open Tuesday, Thursday and Saturday.

LEAMINGTON.—Stores close Friday noon May to September inclusive, and Monday, Wednesday and Friday evenings.

LINDSAY.—Stores close Wednesday afternoon June, July and August, and every evening except Saturdays.

LONDON.—Stores close Wednesday 1 p.m. during May, June, July and August, and every evening except Saturday.

LUCAN.—No half holiday. Stores close every evening except Saturday.

MAGNETAWAN.—No half holiday. Stores close every evening except Wednesday and Saturday.

MATTAWA.—Stores close Wednesday noon, open every evening.

MEAFORD.—Stores close Thursday 12.30 from May 1 to September 15, and every evening but Saturday.

MIDLAND.—No half holiday. Stores close every evening but Saturday.

MILDMAY.—No half holiday. Stores close every evening except Saturday.

MILTON.—Stores close Wednesday noon starting June 15. Most stores close Monday, Wednesday and Friday evenings.

MORRISBURG.—No half holiday. Most stores close Monday, Wednesday and Friday.

NAPANEE.—Stores close Wednesday noon July and August, and every evening except Saturday.

NEW LISKEARD,—Closing day not set, probably Wednesday.

NEWMARKET,—Stores close Wednesday noon, June to September, inclusive and evenings except Saturday.

NIAGARA-ON-THE-LAKE,— Stores close Wednesday afternoon, July and August. Stores open every evening until 9 p.m.

NORTH BAY,—Stores close Wednesday 1 p.m., June, July and August, and every evening except Saturday.

NORWICH,—Stores close Wednesday May 1 to September 25, and every evening except Saturday.

NEWMARKET,—Stores close Wednesday noon and every evening except Saturday.

ORANGEVILLE,—Stores close Wednesday noon, June, July, August and September, and every evening except Saturday.

OSHAWA,—Stores close Wednesday 1 p.m., May to October inclusive, and every evening except Saturday.

OWEN SOUND,—Stores close Wednesday noon, July and August, and every evening except Saturday.

PAISLEY,—No half holiday. Stores close every evening except Wednesdays and Saturdays.

PALMERSTON,—No half holiday. Stores close every evening except Saturday.

PARIS,—Stores close Wednesday 1 p. May, June, July, August, and Friday evenings at 9 p.m. Saturdays at 10 p.m. Other evenings at 6.30.

PARKHILL,—Stores close Wednesday noon, June, July and August, and evenings except Saturday.

PARRY SOUND,—No half holiday, stores close every evening except Saturday.

PEMBROKE,—No half holiday. Stores close every evening except Saturday.

PENETANG,—No half holiday. Stores close every evening except Mondays and Saturdays.

PETERBORO,—Stores close Thursday afternoons during July and August, and every evening except Saturday.

PICTON,—Stores close Thursday afternoons during June, July and August, and every evening except Saturday.

PORT ARTHUR,—Butcher stores only, close Wednesday afternoon. Stores close every evening except Saturday.

PORT COLBORNE. — Stores close Wednesday afternoon, during June, July and Auugst. Stores close every evening except Saturdays.

PORT DOVER,—Stores close Thursday noon, June, July and August, and every evening except Wednesdays and Saturdays.

PORT ELGIN,—Stores close Thursday 12.30, May 1 to October 1, and every evening except Wednesday and Saturday.

PORT HOPE,— Stores close Wednesday noon, May 1 to October 1, and every evening except Saturday..

PRESTON.—Stores close Wednesday 12.30, and every evening except Saturday.

RICHMOND,—No half holiday. Stores close every evening except Wednesday and Saturday, from May 1 till Octobebr 1, and every evening except Saturday balance of year.

RIDGETOWN,—Stores close Wednesday noon, from May till September 15 inclusive, also Monday, Wednesday and Friday nights.

SARNIA,—Time of half holiday not decided. Stores close every evening except Saturday.

SAULT STE. MARIE,—Stores close Wednesday noon and every evening except Saturday.

SEAFORTH,—Stores close Wednesday at 12.30, June, July and August, and every evening except Saturday.

SHELBURNE,—Stores close Thursday noon, are open every evening during Summer.

Smiths Falls,—No half holiday. Stores close every evening except Saturday, and the 5th and 20th of each month, which are C.P.R. pay days.

SPRINGFIELD,— No half holiday. Stores close Monday and Wednesday evenings.

noon. Are open Saturday evening, and evening of the Algoma Steel Company's pay day.

STRATFORD,—No half holiday.

ST. CATHARINES,— Stores close Wednesday noon., and every evening except Saturday.

ST. MARYS,—Stores close Wednesday 12.30, June, July and August, and every evening except Saturdays at 6.30.

ST. THOMAS,—Stores close Wednesday noon, May to September inclusive, and every evening except Saturday at 7 p.m.

STURGEON FALLS,—No half holiday. Stores close every evening except Monday and Saturday.

SUDBURY,—Stores close Wednesday 1 p.m., and every evening except Saturday.

STEELTON—Stores close Wednesday noon, June, July and August, and evenings except Saturday.

TIVERTON,—Stores close Thursday at 12.30, and on Tuesday and Thursday evenings.

TROUT CREEK,—No half holiday. Stores close every evening except Saturday.

WALKERTON,—No half holiday. Stores close nightly, except Saturday at 6 p.m.

WELLAND,—Stores close Wednesday 1 p.m., June to September inclusive.

WHITBY,—Stores close Wednesday 1 p.m., from May until October, and every evening except Saturday.

WINDSOR,—Stores close Thursday afternoon, during summer months, and every evening except Saturday.

QUEBEC

COATICOOKE,— No half holiday. Stores open Thursday and Saturday evenings.

COOKSHIRE,— No half holiday. Stores close Tuesday and Thursday even ings.

GRANBY,— No half holiday. Stores. close Tuesday, Wednesday and Thursday.

GRAND MERE,—No half holiday. Stores close evenings, except Saturday.

LAKE MEGANTIC,—No half holiday Stores close Tuesday and Thursday 7 p.m.

LACHUTE,—No half holiday. Stores close Monday and Thursday evenings.

MANIWAKI,— No half holiday. Stores close every evening except Saturday. Open till 9 p.m. Saturday, and open nightly till 8 p.m., and 9 p. m. Saturdays December 15 to January 15.

QUEBEC CITY,—No half holiday. Stores close every evening but Saturday.

RICHMOND.—No half holiday. Stores open Tuesday, Thursday and Saturday evenings.

SCOTTSTOWN,—No half holiday. Stores close Wednesday and Friday.

ST. CHRYSOTOME,—No half holiday Stores Close Tuesday and Thursday 6 p.m.

VICTORIAVILLE,—No half holiday. Stores close Mondays, Tuesdays and Thursdays.

WATERLOO,— No half holiday. Stores close Tuesdays, Thursdays and Fridays.

NEW BRUNSWICK

FREDERICKTOWN,— Stores close Thursday at 1 p.m. Stores closed every evening except Saturday.

SACKVILLE,—Stores close Thursday 1 p.m., and evenings, except Wednesday and Saturday.

ST. JOHN,—Stores close Thursday 1 p.m., June, July, August and September

SUSSEX,—No half holiday.

CHATHAM,—No half holiday.

PRINCE EDWARD ISLAND

CHARLOTTETOWN,—Stores close Wednesday 1 p.m., and every evening but Saturday.

NOVA SCOTIA

KENTVILLE,—Stores close Wednesday noon May to September inclusive.

NEW GLASGOW,—Stores close Wednesday noon, from June 15 to September 15.

SPRING HILL,—Stores close Wednesday non and evenings, except Monday and Saturday.

AMHERST,—Stores close Wednesday afternon, June, July and August.

GLACE BAY,—Stores close Wednesday 1 p.m., June July, August and September.

Further information relative to this matter will be published in next weeks issue.

Farmers May Keep Stocks of Flour and Sugar

Amendments to the Recent Hoarding Regulations Permit Bona Fide Farmers to Retain Stocks of Sugar and Flour on Hand, on Notifying the Dealer From Whom Purchased Prior to June 15

THE recent order prohibiting the hoarding of flour and sugar has been found to occasion such widespread inconvenience to the farming communities, who have been accustomed to lay in stocks of these goods at certain times of the year, that the Food Control Board has been led to modify the order as it applies to bona-fide farmers.

The Amendments

The amendments are in the form of two additional subsections to section No. 1, reading as follows:

"C—A bona fide farmer shall be permitted to hold, subject to the order of the Canada Food Board, the amount of flour made wholly or in part from wheat he may have in his possession in excess of the amount prescribed by the above order (No. 31) if on or before June 15, 1918, he reports to the miller or dealer from whom it was purchased or by whom it was manufactured the excess amount held by him. It shall then be the duty of such miller or dealer to report all such holdings to the Canada Board on forms to be supplied and at such times as he is directed.

"D—Any person holding or having in his possession not more than 25 pounds of flour made wholly or in part from wheat, or who holds or has in his possession at the date hereof part only of one original package in which such flour was purchased, though the amount exceed 25 pounds, shall be permitted to hold the same."

Merchants Spared Much Inconvenience

These amendments relieve a situation that was to say the least of it inconvenient. Many general store keepers were accustomed to purchase cars of sugar and flour at certain periods and sell to their customers among the farmers in large quantities. Many of the farmers were heavily stocked, and the return of these supplies would have occasioned great inconvenience to the farmers, and still greater inconvenience, and incidentally financial loss to the general merchant. The farmer can now keep the stocks he has on hand, and the storekeeper is saved the necessity of receiving these back and of finding means of disposing of this exceptional flood of returned orders.

HEAVY SUGAR LOSS

One hundred tons of sugar consigned to Western dealers from Montreal was totally destroyed through water leaking into the hold of the steamer Oatland, the carrier of the sugar. The extent of the damage was discovered when the steamer docked at Fort William.

SOME FACTS ABOUT SUGAR

Canada's consumption of sugar for the year ending March 31, was 352,200 tons. The consumption of France for 1916 was 570,621 tons; the consumption of the United Kingdom was 1,656,599 tons, and the consumption of Italy was 276,953 tons.

The total consumption of sugar for the four countries was 2,765,373 tons—the total cost of which was $736,884,703, or an average cost per ton for all sugar consumed in the four allied countries of $266.47 per ton. Had the sugar consumption of the United States for the past year been paid for at this price. the total would have been $1,095,002,772. The cost of the sugar consumption for the United States for one year at the prevailing price of $146 per ton will amount to $599,956,486.

TO CONTROL AMERICAN RICE CONSUMPTION

At a recent meeting of the Millers' Association, Houston, Texas, the proposal for a Government control of the rice market was agreed to.

The agreement provides that the distribution of the 1918 crop shall be controlled by two representatives of the Southern Rice Growers' Association, and one member of the Rice Millers' Association, who shall be appointed by Food Administrator Hoover, and whose decision as to grades shall be finally subject to review only by the Food Administration.

LONDON, ONT. MERCHANTS FAVOR CASH SYSTEM

The Retail Grocers' Association of London, Ont., has asked the Canada Food Board, as a war measure, to make it compulsory that all purchases of groceries and other foods handled by grocers be on a cash basis. Reasons advanced in support of the request are: "1. The public make more extravagant purchases under the credit system. 2. The credit system makes it convenient to purchase luxuries, but if required to pay cash many people would not make such purchases. 3. It is not fair that cash customers should have to pay a share of the losses sustained by merchants doing business on a credit basis. 4. Goods sold for cash could be handled by the merchant on a smaller percentage of profit thereby making a substantial saving to the consumer.

LOUISIANA'S SUGAR AND SYRUP OUTPUT

The production of cane sugar in Louisiana for the season beginning in the fall of 1917 was 487,200,000 lbs., as compared with 607,800,000 pounds in 1916, and 275,000,000 in 1915. The cane crushed for sugar amounted to 3,813,000 tons in 1917, or an average of 128 pounds of sugar per ton of cane. The average yield of cane per acre in 1917 was 15.6 tons, and the estimated area harvested for sugar making was 244,000 acres.

The first annual report of the Bureau of Crop Estimates on cane syrup in Louisiana shows a production in 1917 of 5,652,000 gallons. The production in 1916, according to the Louisiana Cane Growers' Association, was 4,133,274 gallons. The cane used for syrup in 1917 was 257.000 tons.

CLERKS IN SWIFT CURRENT, SASK., FORM ASSOCIATION

An association of the clerks of Swift Current, has been formed with the following officers: — President, Mr. McMahon; vice-president, J. MacKay, and Secretary-treasurer, N. E. Pletch. It was decided to approach the retail merchants of the city with a view to securing a weekly half-holiday.

The Stayner flour mill, Stayner, Ont., has been sold to the Georgian Bay Milling Company, of Meaford, who are installing new machinery and preparing for an increased output.

A Record Tomato Pack in Prospect

Prince Edward County Plants 3,000 Acres—Will Have Huge Production Under Favorable Circumstances—Other Sections Also Show Satisfactory Conditions

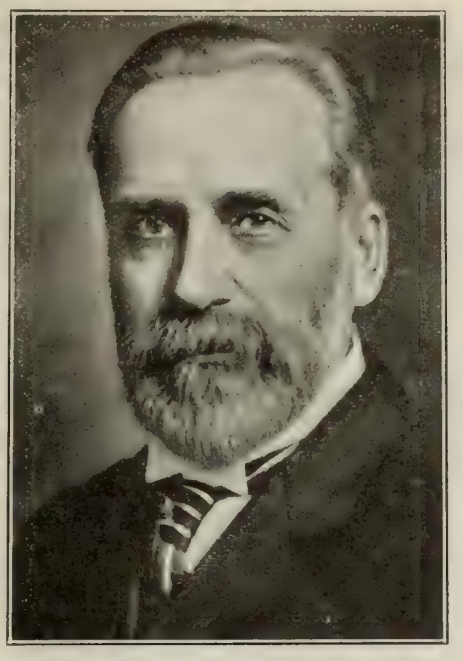
REPORTS from Prince Edward County, Ontario, indicate a very satisfactory state of affairs. It is roughly estimated that there are 3,000 acres of tomatoes under cultivation on the island. That is a bumper production for that section and gives promise of some remarkable packing results, if no untoward circumstances intervene to injure the prospects. At a rough computation an acre of tomatoes, at conservative figures, should yield 300 cases of packed tomatoes, or a total of 900,000 cases from the county alone. Last year the total pack of the county was 1,250,000 cases, and that represented a very heavy pack of other lines as well as tomatoes, this section being about the only one that came through last season with a creditable showing for production. This year's tomato production bids fair to come very close to last year's total pack, while there is every indication that other commodities grown in the district, corn and peas and apples, will be almost equally satisfactory. It looks like a record year for Ontario's record canning section.

The only thing that can intervene is bad weather and scarcity of labor. The former is of course problematical, though Prince Edward county has been fortunate in this regard when other sections of the country were badly affected by weather conditions. The labor problem however, is going to be one of the serious factors. If labor is available to look after the crop there is every indication of an unprecedented pack. Not only is this the case in this county. Western Ontario reports a very satisfactory prospect in regard to peas. The Niagara district and the Essex peninsula will also show a big yield, it is expected.

Every Effort Turned Toward Production

There is one thing sure, and that is that every factory where labor can be procured for operation will be working this year. That will bring into operation a good number of canneries that have been lying dormant for some little time. Every effort in fact will be made to assure a record production. Moreover, with the rumored embargo against early fresh fruits and vegetables there will be a greater incentive than ever for a heavy pack. Such action would unquestionably foster a much greater demand for present stocks of canned goods, and would ensure a clean-up of these goods before the new pack was available. With 25 per cent. of the United States pack under option to the army and navy departments of the United States, Canadian canners have little to fear from American competition and there is a possibility that they may be able to find a market for Canadian canned goods on the other side of the line.

Altogether the canning prospects at the moment are anything but dark



SIR HORMISDAS LAPORTE
President of Laporte, Martin & Co., Montreal, who was honored in the King's Birthday list.
—British & Colonial Press Photo.

WHOLESALE GROCER HONORED

Among the King's birthday honors is that of knighthood for Sir Hormisdas Laporte, president of Laporte, Martin & Co., wholesale grocers. Sir Hormisdas Laporte is one of the outstanding figures in Montreal's commercial life and as chairman of the War Purchasing Commission he has given great assistance to the Government and the Empire. In recognition of this he was some time ago made a Privy Councillor.

At different times Sir Hormisdas has held many important positions in the gift of this community. Among these he held a seat on the city council and from 1904 to 1906 was mayor of the city of Montreal. He was once president of the Chambre du Commerce, a body he was largely instrumental in forming. He served on the harbor commission and is a director of several financial institutions and a governor of the General and Notre Dame Hospitals.

NO-VARY AVIATION INSTRUCTOR

E. B. Dunsworth, who has held an important position with the No-Vary Products Co. at their office, has accepted a position as instructor in the new aviation school recently established at Minneapolis. This firm has branches throughout Saskatchewan, Alberta and Manitoba, and this information will interest the trade, Mr. Dunsworth having been for years editor of the above firm's house organ, "Vim."

TEA PRICE FIXED IN BRITAIN

Baron Rhondda, the British Food Controller, has fixed the retail price of all Indian or Ceylon tea at 2s. 8d. ($0.65) per pound, with reduction of 2d. per pound to hospitals, asylums, etc.

Increased U.S. Freight Rate Will Affect Canadian Trade

Increase of Twenty-five Per Cent. Will in Part at Least be Charged Against the Retailer—Some Lines That Will be Affected

THE recent increase in freight rates on all American roads approximating 25 per cent. on all class rates will entail an advance on the goods handled. Of course, this advance will not be on the delivered price of the goods but only on the freight charges, and in many instances it will not amount to a serious item, in some instances it will hardly be noticeable. In others, however, it will be of some importance. Take oranges and lemons from California for instance, the freight rate on these goods will be somewhere around $1.00 per box so that the increased freight rate on these goods will add 25 cents a box to the delivered costs. That may or may not have the effect of increasing the cost of these goods to the retailer. In the first place these are usually sold on a delivered basis, that naturally takes in the freight costs. It may be, however, that the shippers taking into account the high prices already existing and the restrictive effect of increased prices may decide to absorb at least a part of these extra charges. If they do not, the charge of course falls upon the retailer eventually. The increase in cost, however, may have the effect of slowing up the retailers' buying which in effect would have a tendency to moderate prices.

Advance will Fall on Retailer

It is probable, however, that the retailer must be prepared to accept a slight advance in these and other lines. Part of this increase may be absorbed, but a part of it at least will be passed on, which means that the grocer is the actual one to pay, as it is impossible with oranges selling around 70 and 75 cents a dozen to add a cent or two to the charge.

The same argument applies to another important item of trade-dried fruits. One authority on the subject states that the added freight will entail an increase in cost of between ¼ and ½ cent a pound.

On all other lines of course the grocer handles he will be affected in a greater or less degree, but probably these are the most important items on the list. In regard to sugar, it is not thought that the change will have any effect. In any event the increase would be so slight an element that it would have no effect on distributing prices.

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - Vice-president
H. V. TYRRELL - - - - General Manager

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Vol. XXXII. TORONTO, JUNE 7, 1918 No. 23

LARGE VOLUME A WINNING FACTOR

THE recent report of the Cost of Living Commission on the milling industry was not a very weighty document, and bristled with omissions, but it made one point clear, and that was that a 25 cents a barrel profit on flour for a mill doing a million barrel business meant very large profits indeed. When that business was cut in half, it meant a living profit, while a mill turning out only 100,000 barrels a year could not exist on that margin. The conclusion reached by the report does not matter, but the statement of the fact is interesting because it exemplifies the great principle of the importance of volume of sales on business success. Merchants are inclined to lay stress on the item of large profits. That is a good safe policy, of course. But where large profits are not obtainable large sales may make up the deficit. The milling report is a proof of this fact.

ENTER THE CLERKS' CONTEST

THERE are two kinds of salesmanship, one active and the other passive. Passive salesmanship consists in supplying the needs suggested by the customer. To do this graciously and skilfully is in itself an art beyond any shadow of question, but it is a limited art that demands no creative ability on the part of the salesman. The real salesman, the active salesman, is the one who can foster and create demand, and who can then satisfy that demand. The difference is of course a matter of value. The passive salesman may be a good servant, but is not likely to go further, the aggressive, active salesman may reach any goal, for all life is salesmanship, and every man has his own services to sell, and it rests with him to create the demand, or to remain in the limited sphere where circumstances may have thrust him.

We are anxious to encourage the idea of active salesmanship among clerks. For that reason we are asking clerks everywhere to give us some definite instances of how they have sold goods, definite goods, and the methods they adopted in the selling. This will be of benefit to the clerk himself, and to everyone who may read these items. For that reason we are urging a hearty response to the contest, the terms of which appear on another page of this issue.

FRAUDULENT USE OF WORD "COMPOUND"

AN interesting case was recently tried in the United States Supreme Court when they reversed the decision of a lower court in the case of Jos. L. Schider & Co., New York, charged with selling an imitation grape juice under the representation that it was grape. The defendant sold the product under the label "Compound Ess. Grape."

"They were indicted on six counts, which averred that the product was an imitation of grape essence artificially prepared from alcohol, water and imitation oils and contained no product of the grape. The Federal Food Department contended that the word 'imitation' should have been used on the label; that the product was not a compound at all, but a straight imitation.

"When the case came up in New York State the defendants raised the technical point that the Federal Food and Drugs Act did not apply to what they were doing, because they labeled their product compound. In the contention they were sustained."

In reviewing the case the Supreme Court judge stated:

"We are unable to conclude that by simply using 'compound' upon his label a dishonest manufacturer exempts his wares from all inhibitions of the statute and obtains full license to befool the public. Such a construction would defeat the highly beneficent end which Congress had in view.

"The stuff put into commerce by defendant was an 'imitation,' and, if so labeled, purchasers would have had some notice. To call it 'compound essence of grape' certainly did not suggest a mere imitation, but, on the contrary, falsely indicated that it contained something derived from grapes."

The original case sustaining the defendants' contention was reversed and the case sent again for trial.

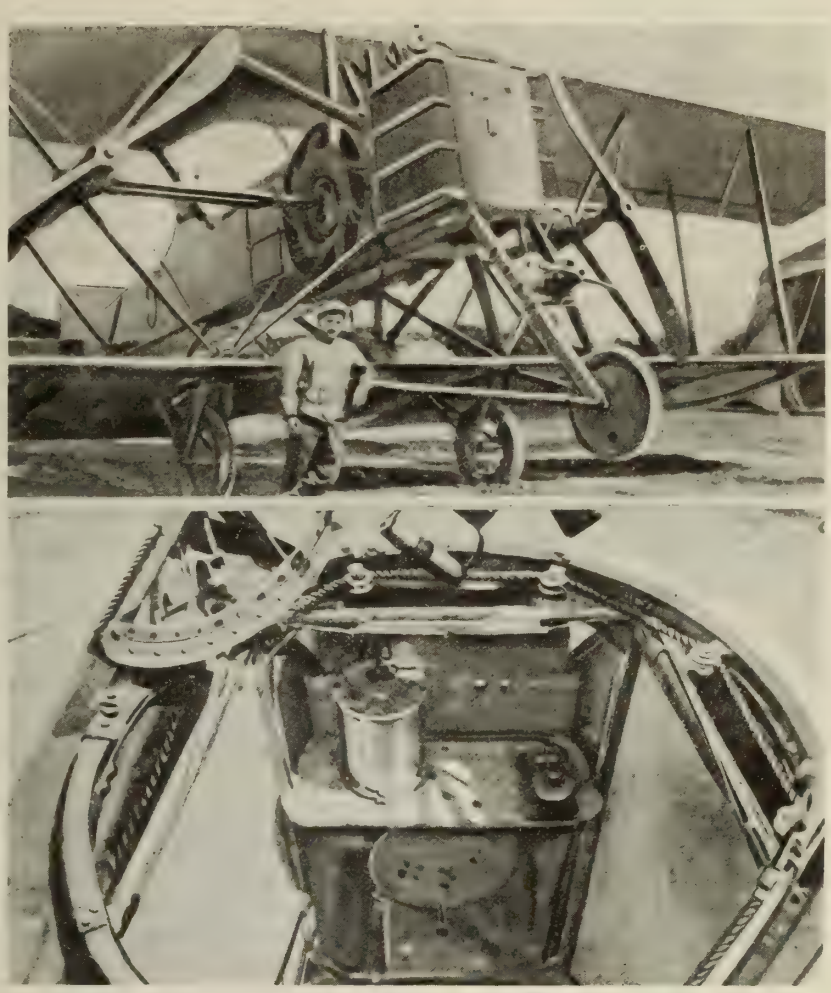
This case is worthy of comment because it is one other step in the protection of the public against misrepresentation in food products. It would unquestionably have some bearing on any similar case that might be under consideration in Canada.

Current Events in Photograph—No. 23

THE EYES OF THE GUNS IN FRANCE

The accompanying photographs represent one of the type of large aeroplanes used for registering the effect of gunfire. These aeroplanes are equipped with wireless that is supplied with power generated by a small fan that is shown in the top photo, just below the engine.

The lower photo gives some idea of the interior of one of these planes, showing the handle of the machine gun. The wireless post is shown directly in front of the aviator; on the left is the antenna coil, and on the right the key.



CHANGE IN WEYBURN FRUIT CO.

Intimation is given this week that a change in the management of the wholesale establishment of the Walker Fruit Co., Weyburn, will take place at the end of this month and that A. J. McKay, who has been in charge here for some years will go to Regina where he will be connected with the Mutual Brokers, Limited. Mr. McKay will be succeeded by A. G. Halstead, of Moose Jaw.

EAST PETERBORO MERCHANTS ELECT OFFICERS

As was stated in CANADIAN GROCER some time ago the merchants of East Peterboro representing the towns of Havelock, Norwood, Keene, Hastings, Warsaw and Indian River have organized a Retail Merchants' Association. The following officers were elected:

President—W. H. Kidd, Indian River.

Vice-President—G. T. Gall, Keene.

Secretary-Treasurer—Harrison Wing, Havelock.

Committee—W. J. McBurney, Havelock; Thos. Burkill, Norwood; A. D. Anderson, Keene; Mr. Baker, Hastings; Chas. Calder, Warsaw.

HERMAN SULLIVAN, OF T. H. ESTABROOKS CO., ST. JOHN, DIES

The death of Herman Sullivan, of T. H. Estabrooks, Limited, St. John, occurred recently after a short illness of pneumonia. Mr. Sullivan, who was fifty-two years of age, entered the employ of Mr. Estabrooks as accountant when the latter founded the business which since then has grown to national proportions, and aided in achieving this result. He became a member of the firm about six years ago. He was held in the highest esteem in the business community and throughout the city generally. He is survived by his wife and three sons, one of whom is on his way overseas to join the Royal Air Service.

SERVE SELF MAKES RECORD BUSINESS

So large has been the growth in the grocery business of the Regina Trading Company since adopting the serve-yourself-cash-and-carry system that the department has been found to be too small to cope with the trade, and arrangements have been made to provide more accommodation. Alterations are now under way to extend the department. An increase of 104 per cent. in the grocery business of the firm is recorded by the returns for the first week of operation, according to a statement made by the management.

HORSE CREATES A LIVELY SITUATION IN GROCERY STORE

A runaway horse recently created considerable excitement and did a good deal of damage to the store of R. J. Edwards, Lee Avenue and Queen Street, Toronto. The horse took fright at something and dashed through the large plate-glass window of the store, where it fell on the floor and proceeded to kick the glass out of the front door. The animal was very seriously cut, and a veterinary surgeon who was called decided that it would have to be destroyed. After firing one shot into the animal, however, it jumped up and crashed through the two large plate-glass windows on the Queen Street side of the shop, where a second shot killed it.

About $100 worth of groceries were destroyed as a result of the horse's escapade. The total damage will amount to about $500, but the glass is covered by insurance.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

FISH FOR STOCKING LAKES AND TRAFFIC OFFICER C.N.R.

Kindly give me the name of the proper department to apply to for fish for stocking lakes. Also the name of the C.N.R. official to approach for securing special train service or to have train held over for two hours for one day only.—Gordon D. Lake, Gooderham, Ont.

Answer—Hon. C. C. Ballantyne, Department of Marine and Fisheries, Ottawa. 2. If for freight only, Guy Tombs, Asst. Freight Traffic Mgr., C.N.R., Montreal, Que.; if for passenger, R. L. Fairbairn, General Passenger Agent, C.N.R., Toronto.

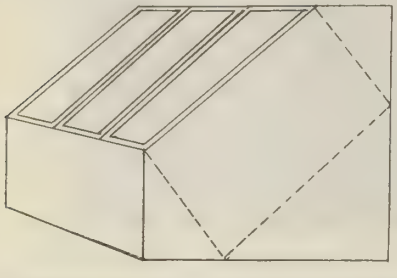
DO TEA AND TOBACCO REQUIRE STAMPS?

Will tea and tobacco unsold on July 1 require stamps?—P. R. English Co., Plattsville, Ont.

Answer.—No stamps required on these commodities.

STAND FOR ORANGE BOXES.

In an issue of CANADIAN GROCER about a year ago there was an idea of a home-made fixture for holding oranges in boxes. I was not interested then but I am now; could you give me particulars?—Dollar for Dollar Store, Regina, Sask.



Answer.—The drawing which accompanies this item will give some idea of the construction of the case. The cases are held at an angle that provides the very best display, while the shelf at the top is useful for display purposes.

ARE LICENSE NUMBERS NECESSARY ON COUNTER CHECKS?

Is it necessary for the grocer to stamp license number on counter checks, or is the monthly statement sufficient?—H. L. Garragher, Saskatoon, Sask.

Answer.—If counter check is used as statement, that is, if the amounts charged against the customer are carried forward upon it, then it must bear the license number. If on the other hand it is used only as a record of the individual purchase no license is necessary. The monthly statement must, of course, bear the dealer's license number.

ACCOUNTING FOR RETAIL GROCER.

I have run across some articles in CANADIAN GROCER, Jan. 17, on accounting for retail grocer and would like a complete set of them if procurable. Can they be had in this form?—Geo. Loomes, Vancouver, B.C.

Answer.—We regret to state that this series of articles written by Henry Johnson, Jr., has never appeared in permanent form, and the copies of CANADIAN GROCER containing them are out of print. Similar articles will, however, appear from time to time.

MANUFACTURERS OF RUBBER STAMPS.

Will you give me the names of some people who manufacture rubber stamps?—A. M. McCormick & Son, Pelee Island, Ont.

Answer.—Stamps can be obtained from the following firms: W. E. Irons & Co., 30 Temperance Street, Toronto; C. W. Mack, Adelaide Street West, Toronto; Superior Manufacturing Co., 93 Church Street, Toronto; Wilson Stationery and Printing Co., 118 King Street West, Toronto; Hamilton Stamp and Stencil Co., Hamilton.

MANUFACTURERS OF BOY SCOUT UNIFORMS.

Please give me the name and address of some manufacturer of boy scout uniforms, breeches, khaki uniforms, etc., in Toronto and Montreal.—J. A. Morrison, Tarbot, C.B.

Answer.—Miller & Co., Ltd., 44 York St., Toronto, are manufacturers of these uniforms, breeches, etc. Khaki uniforms for officers are made by practically all the manufacturing tailors.

CORK MANUFACTURERS

Could you supply me with the name of a cork manufacturer?

G. A. Coheen, Dalhousie St., Peterboro.

Ans.—Alfred J. Cox, Hamilton; Freysing Cork Co., Toronto; Robinson Bros. Cork Co., Toronto; Willson & Warden, Toronto; Canadian Cork Cutting Co., Montreal; the Anchor Cap and Closure Corporation, Davenport Road, Toronto, manufacture other forms of bottle and jar covers.

NAMES OF SOME JOBBERS IN TEA

Would you please advise me as to the following addresses: The head office of the Castle Blend Tea Co., The "O" "T" Company, and any company in this section who puts up package tea for jobbers.

Walter Ruthman, 384 Valler Street, Quebec City.

Ans.—The address of the Castle Blend Tea Company is 126 St. Maurice Street, Montreal; of the "O" "T" Company is Hamilton, Ont. Among those putting up tea for jobbers might be noted in your territory; the John Duncan Co., 296 St. Paul Street, Montreal; Kearney Bros., 33 St. Paul Street West, Montreal; the Meigi Trading Co., Ltd., 55 St. Francis Xavier St., Montreal, and the Castle Blend Tea Company.

HANDLERS OF TRESS CAPS

Would you advise us where we could get connections with the agents of the "Tress" cap made in London, England.

Freedman General Store, Ponteix, Sask.

Ans.—Wreyford & Co., 85 King St. W., Toronto, Ont., are the Canadian agents for the "Tress" cap.

WATERMAN GASOLINE ENGINES

Please give me the address of the Waterman gasoline engine manufacturers?

Ans.—The Waterman Gasoline Engine is manufactured by the Arrow Motor Co., 30 Church Street, New York City. Walter Dean, foot of York Street, Toronto, is the Canadian representative of the company.

ABOUT THE CONSUMERS' ASSOCIATION, WINDSOR, ONT.

Do you know anything about the Consumers' Association, Windsor, Ont? How can they sell goods at such prices?—James D. Bird, Riley Brook, N.B.

Answer.—This Association makes a heavy cut on two or three lines, but makes up the difference by selling inferior goods at high prices. You cannot buy the cheap goods without also buying the ones that show a profit to them. They also charge a membership fee that shows them a profit. That is how they make this offer. We would strongly advise every merchant to let their customers know the true inwardness of this Association. A complete discussion of the matter appeared in CANADIAN GROCER issue of Feb. 22 and further reference was made to it in the issue of March 26.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

P. F. McKenna, general store, St. Stephen, N.B., is dead.

The city council of Moncton, in view of the increased prices of agricultural products, are revising the schedule of tolls for the city market, considerably increasing the rates.

G. E. Barbour, president of the G. E. Barbour Co., Ltd., has been elected president of the St. John Y.M.C.A. W. C. Cross, president of Hall & Fairweather, Ltd., was elected chairman of the boys' work department.

J. Owen LeBlanc and Wilfrid LeBlanc who conducted a grocery and provision business at College Bridge, N.B., have enlisted in the 9th Siege Battery and the 65th Field Battery, respectively. During their absence the business will be carried on by their brother, Emery.

At a meeting of the creditors of Cheyne & Company, who operate two retail grocery stores in St. John, K. A. Wilson was confirmed as assignee, and F. K. Stewart and Percy B. Evans were appointed inspectors. Mr. Cheyne's offer of thirty cents on the dollar was approved by creditors present, subject to approval by those not represented.

The Retail Merchants' Association of St. John have invited F. W. Stewart and Mr. Abraham of the Canada Food Board to visit St. John to aid in giving publicity to the new food regulations. The invitation has been accepted and at a supper which will be given an effort will be made to assemble all business men interested in the sale of food products. A public meeting for the benefit of the citizens will be held later in the evening.

The horticultural department of the Provincial Government reports that in the apple growing district in the vicinity of Fredericton, trees of such hardy varieties as the Duchess, Wealthy, Alexander, Dudley, Fameuse and McIntosh are making a good show of blossoms. The Ben Davis, Gano and similar varieties have been winter killed to a considerable extent. From the Gagetown section good prospects for the apple crop are reported. Prospects for strawberries are considered fair.

Quebec

Park Provision Co., Montreal, has dissolved.

Royal George Grocery, Montreal, has dissolved.

F. G. Roy, general store, Scotstown, is selling out.

Strong & Strong, grocers, Montreal, are selling out.

L. Kert, general store, Calumet, has suffered fire loss.

E. D. Chantel, general store, Calumet, has suffered fire loss.

Hebert & Guertin, general store, St. Charles, have dissolved.

Graham & Hunter, grocers, St. Lambert, Que., have dissolved partnership.

Tougas & Frere, grocers, Montreal, Que., have dissolved partnership.

R. A. Lovelace, manager of Harrisons & Crosfield (Montreal branch), is spending some time at Long Island.

Jas. Dalrymple & Son are making alterations which will afford them increased and more commodious quarters for office purposes.

J. S. Porter of the Department of Agriculture, Ottawa, was a visitor to Montreal last week, spending two days here and calling on some of the produce men.

J. A. Kennedy, manager of Gunn's, Limited, St. John, N.B., was in Montreal on Saturday. Mr. Kennedy also spent some time at the Toronto office of his company.

The Montreal Nut and Brokerage Co. have opened new offices at 30 Jurors St. The new manager and owner is Walter Christmas, late with the Walter Christmas Company.

The Chambre de Commerce of Montreal is holding its quarterly meeting this week at Bout de l'Isle, where a dinner will be given and members of the executive and the council will meet for the usual discussion of important matters. An address on commercial law will be delivered by Mr. Beaulieu, K.C.

Capt. F. W. Wallace of the fish section of the Canada Food Board has just returned from a trip to the Pacific Coast. Before returning to Ottawa he conferred with Mr. A. H. Brittain and Mr. J. A. Paulhus on matters pertaining to the fish industry.

Ontario

R. Puckering, grocer, Toronto, has sold out.

G. A. McDonald & Son, grocers, Richmond Hill, Ont., have sold out.

Merchants of Blenheim, Ont., have decided to go on a cash basis after November of this year.

Merchants of Havelock, Ont., are to close all stores at 7 p.m. each evening, except Tuesday and Saturday and the evening before a public holiday.

The Imperial Tobacco Company has purchased a property on Oak street, Leamington, and are preparing to erect a factory for the handling of tobacco.

Border Cities Retailers' Association, Windsor, Ont., has decided as a war measure to eliminate all foods containing fats from luncheons of the organization.

Frederick Richards, formerly of London, Ont., and one of the largest wholesale and manufacturing confectioners in the New England State, died at Boston, Mass. News of his death was received by his father Mr. O. Richards, of the McCormick Mfg. Co., London, Ont.

Arthur Allen, president and manager of the Frankford Canning Company, was in Port Hope this week arranging for the erection of a canning factory in that town on the property known as the old car works north of the Ontario street bridge and west of the Midland tracks.

Peter Kearns, one of the pioneer merchants of Barrie, Ont., died recently in that city. He was born in Wicklow county, Ireland, seventy-eight years ago, and had been a resident of this town for nearly sixty years. Since 1870 he had been in the grocery business and was widely known and greatly esteemed.

Western

J. W. Bone, grocer, Paynton, Sask., has sold out.

R. C. Black, grocer, Calgary, Alta., has discontinued.

Sundin Bros., general store, Kinistine, Sask., has sold out.

MacFarland Co., grocers, Edmonton, Alta., have discontinued.

W. S. Lowe, general store, Calgary, Alta., has discontinued.

Radville Trading Co., general store, Radville, Sask., has sold stock.

J. Weismiller, general store, Beverley, Sask., has sold to J. Hughes.

J. W. Harman, general store, Herbert, Sask., has discontinued business.

The White Store, general store, Stoughton, Sask., has discontinued.

S. Bookhalter, general store, Eyebrow, Sask., has sold hardware business.

Haff & Juckes, general store, Carievale, Sask., have suffered fire loss.

Duck Lake Flour Mills, Ltd., Duck Lake, Sask., has been incorporated.

E. E. Horner, general store, Asquith, Sask., has moved to Perdue, Sask.

The Elsie Bruce Co., general store, Entwistle, Alta., has suffered fire loss.

Arran Cash Store, general store, Arran, Sask., has been sold to S. Tax.

E. Hoffman, general store, Muenster, Sask., has been succeeded by L. Rabinevitch.

Zagins & Schacter, general store, Readlyn, Sask., have dissolved partnership.

Chicurly & Rolach, general store, Buchanan, Sask., have been succeeded by P. Rolak.

F. J. Reinhart, general store, Guernsey, Sask., has sold to Guernsey Co-operative Association.

J. A. Kalbfleish, general store, Mistawasis, Sask., has been succeeded by W. McKenzie.

Parks & Silverman, general store, Tiny, Sask., has changed style to Parks & Schwartzman.

T. A. Spafford, pioneer merchant of Rainston, Sask., has sold his store and gone to Regina to reside.

F. B. Chudleigh, grocer, Bird's Hill, Man., has been succeeded by B. H. McCracken.

Pysyk & Kopnowickie, general store, Brudenheim, Alta., have been succeeded by the Russian Trading Co.

F. E. Raymon, secretary of the Saskatchewan branch of the Retail Merchants' Association, has received a ruling from the Canada Food Board to the effect that pork tenderloin and spare ribs are not offal. Intimation to this effect was received through E. M. Trowern, Dominion secretary of the retailers.

The MacDonald-Crawford Co., wholesale grocers and fruit merchants, are negotiating for a property in Prince Albert, at the corner of Twelfth street and Second avenue, and will conduct business in the Kidd mill until they erect a building. A. W. Forsythe, who is the Prince Albert manager of this company, has recently taken up residence in the city.

News was received recently that a new shipment of oil is on the way for the Young Thomas Soap factory, Regina, and consequently the factory will not have to close down, such action having been feared owing to the difficulty of getting raw material. The firm now has sufficient material to keep the factory running for six months. The work on some lines of soap, it is learned, had been stopped owing to the fact that oil could not be secured.

Construction commenced last week on a modern creamery at Swift Current, being erected by the Saskatchewan Creamery Company. The cost of the plant complete will be $10,000, and it is expected to be ready for the business of butter making in six weeks' time. A. F. Slipp will have charge of the Swift Current Creamery. The company has head offices at Moose Jaw, but have been purchasing cream at Swift Current for several years.

SYDNEY, N.S., DOES BIG FISH BUSINESS

Herring amounting to 2,646,460 pounds valued at $178,230, was invoiced at the American consulate at Sydney, N.S., for the United States during the first three months of 1918.

NOVA SCOTIA APPLE PROSPECTS DARK

Reports from different sections of Nova Scotia indicate that this year's crop of apples from that section will be far below that of recent years. For some reason the blossom has been very light, and at the best only a fractional crop is expected, while some authorities predict almost a complete failure. Recent frosts have caught some of the blossoms and added to the seriousness of the outlook. It is reported that many growers have stopped spraying, as they do not figure that the crop will be worth the outlay.



Pte. Frank Watson, of Winnipeg, formerly manager of Gordon Ironsides & Fares branch at Kenora, Ont., has recently returned from the front. He went overseas with the Strathcona Horse over two years ago.

PROMINENT DRIED FRUIT OPERATOR DIES

Among recent deaths among the trade is that recorded of David J. Guggenhime president of Guggenhime and Co. Inc., San Francisco, Cal. Mr. Guggenhime was a very widely known figure in the dried fruit trade and died at the age of 49 years on May 15th after a somewhat extended illness. He really applied himself most strenuously to his work and a nervous breakdown ensued. His early commercial career was begun in La Porte, Indiana, and later he started the company of which he was the head and guiding spirit for many years. His philanthropic tendencies endeared him to a wide acquaintance.

LARGE LOT ONIONS ROT

In a news dispatch last week it was stated that a lot of 500 bags of onions had rotted in the warehouse of Joseph Ward & Co. These onions were reported to be the property of the Ward Co. but in a statement made to CANADIAN GROCER Thos. Ward stated that they were simply stored by them for one Beaudoin who had asked accomodation for them last fall. They were damaged through handling in transit by one of the railway companies and the owner had several times been asked to remove them. Full investigation of the matter was made by the Food Controller's department and after all particulars were obtained the onions were disposed of by being carted to the dump. Sale could not have been effected as their damaged condition made them unsalable with good onions available at a low price.

RAISIN AND ALMOND PROSPECTS

Malaga, Spain.—The prospects for the growing crop are excellent; if present weather conditions continue the yields of Jordans and Valencias will be far in excess of last year's output.

Some slight reduction of the area planted in raisin grapes is reported. The present outlook for Muscatel raisins appears to be for a production of about 1,000,000 boxes. This is a good average crop.

The fig trees are in excellent condition and production may reach the high level set last year. However, the most critical period for the fig crop is the month before the harvest, when there should be no rain.

The abundant rains have had a very favorable effect on the grape vines. Present prospects indicate that the yield should be quite up to the average.

CIGARETTE CONSUMPTION INCREASES

According to figures compiled by the Department of Inland Revenue, last year's consumption numbered over a billion. The total was 1,664,709,937, compared with 1,307,276,758 in the previous fiscal year. Likewise, manufactured tobacco increased from 20,735,080 to 21,087,821 pounds and cigars from 239,752,252 to 254,445,945. There has been more smoking all along the line.

THE CLERK SHOULD ADVERTISE

Last week we called attention to a contest inaugurated for the clerks that was formulated with the idea of proving to the clerk himself and to others that the clerk, the wide-awake aggressive clerk, is one of the very real factors in business.

We are giving the clerk a chance to speak for himself. Most clerks believe in advertising, and it never hurts to advertise either a product or a person so long as the person has the real goods behind him.

CANADIAN GROCER is anxious that this contest should produce real results. Already replies are coming in, good replies, but there are many clerks that should be heard from that have not yet responded. Don't let this matter slip your attention, the time is short.

The June 28th issue of CANADIAN GROCER will be devoted particularly to matters of interest and moment to the clerk. It is the intention to publish a number of these replies in that issue. Let us hear from you at once.

These are the only conditions of the contest:

1.—That the contestant shall refer to sale of some definite line of goods.

2.—That these goods shall have been sold at regular and not cut prices.

3.—That there shall be stated the amount or value, or both, of goods sold within a certain specified time.

The contest closes June 22, 1918.

For the best answer to this question, based on a definite experience, CANADIAN GROCER is offering a prize of $10. For the second best answer a prize of $5. That no clerk may think that this is wasted effort, we will pay $1 for every reply that we are able to use in our news pages.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

LIKE a bolt from the blue came the Order-in-Council on goods classed as non-essentials, which include many lines of nuts, blackberries, gooseberries, raspberries, cherries, strawberries, peaches, plums, apricots and other lines of fresh or green fruits, in addition to many other lines. At the time CANADIAN GROCER went to press there had been scarcely time to determine the extent to which this will affect business, but with fresh fruits named it will likely mean an almost immediate cessation of business on the items listed.

The restrictions placed on the shipment of straight carloads of sugar to retailers have been lifted, though retailers are not expected to buy more than they can sell within the time limit set for this commodity.

Country business from all sources is reported very good, whereas city business is rather dull. This is a natural condition at this time of year.

MONTREAL—In considering the difficulties that jobbers have in maintaining stocks, it is remarkable that trade keeps so active. This is better from the country than from inside the city—with some jobbers at least. There have been advances in castile soap, powdered ammonia, brooms, cheese and bath bricks. One line of soup has declined, and this is probably attributable to the entrance of a competitive line. The sugar situation is very materially improved. Canned goods will probably not be at all restricted in the matter of sale this year. One nut importer stated to CANADIAN GROCER this week that he never had such large business as came through in May. Cereal markets are easier, as applying to cornmeal, and while oat products are ruling easier, there are no definite price changes. Flour sales are light, while fruit and vegetables are in good demand.

TORONTO—Interest has been centered around June 1 as the date set for naming prices on new crop dried fruits, but another postponement has occurred until July 15. The trade generally does not expect that prices will be arrived at until definite crop figures are available and Government requirements known. That the Government will set prices is considered possible, though whether these will extend to export trade, in which the Canadian markets can be classed, is uncertain.

There is some talk that the United States Government may prohibit the import of teas, more particularly as it applies to India and Ceylon production. Ocean space is at a premium and short hauls will be taken advantage of where possible, which may mean that the balance of Java teas available may be brought forward. The future on practically all teas looks much higher.

White peppers are reported very scarce, and the market is firming up materially, with higher price levels possible. Spot stocks are only fair, and the future on all spices is very uncertain. This feature is accentuated undoubtedly through the bringing of the sub. campaign to American waters, and a general advance all along the line, in view of the present conditions, seems possible at United States distributing points, and this must eventually be felt here.

Declines in cereals are noted during the week, rolled oats, oatmeal, cornmeal and corn flour and barley undergoing revision downward. The grain market on oats has dropped considerably, which has undoubtedly affected oat products, and the position of corn seems one of uncertainty, the market being influenced to some extent by local conditions.

WINNIPEG—The period of stress attendant on getting strike matters amicably settled is over, and is now followed by efforts on the part of jobbers and the railways to speed up deliveries of accumulated freight so that stocks throughout the country may be replenished. It is expected to have matters running smoothly in a couple of weeks' time, and it will take that period at least to adjust matters satisfactorily.

Millers are endeavoring to push the sale of white corn flour to save wheat, and have agreed with the Western representative of the Food Control Board to stock the corn flour at all the principal distributing centers between Fort William and the coast. The millers have agreed to handle this on a profit of only 2 per cent. over the purchase price in order to bring the price down in line with wheat flour.

The sugar situation during the week has eased up wonderfully, and supplies are reaching here in liberal quantities. Jobbers seem to feel now that they will be able to take care of sugar business during coming preserving season.

A splendid demand for all lines of canned goods is noticeable, the trade intimating their greatest trouble is to get the orders away fast enough. Supplies are being brought forward from the East to take care of the heavy demand.

QUEBEC MARKETS

MONTREAL, June 5.—Markets here are without marked change for the week. The general expression is that of difficulties which arise from the securing of stocks. In many cases lines are running short and some have to be cancelled for the time being. Price changes are several and are referred to in the summary elsewhere. Trading in the country is seasonably good.

Some Soups Lower; Castile Soap Higher

Montreal.

SOUPS AND SOAP.—Canadian-made castile soap put up in cases of forty bars and weighing 14 ounces to the bar has advanced from $5.75 to $6 per case. This is effective at once. There also is a decline of ten cents per dozen in the price of Campbell's soups by one jobber and this is now quoted at $1.65 per dozen.

Ammonia and Brooms are Marked Higher

Montreal.

AMMONIA, BROOMS.—Among the changes this week is that of ammonia in powdered form. As showing the advance the three dozen case formerly jobbed at $1.35 is now $1.70 and the change is at once effective. Bamboo handled brooms are marked up also. The four string grade are advanced from $7.25 per doz. to $9 and the five string from $8.50 to $10.00 per dozen.

Special Cheese Up; Also Bath Brick

Montreal.

CHEESE, BATH BRICKS.—Considerable cheese of a special nature and sold in 20 pounds weight has been advanced The former price was 24 to 24½c and this is now 25 to 25½c per lb. Bath bricks also are higher. Unwrapped are quoted at 60c per doz. and wrapped at 65c. The powdered style are selling at $1.25 per doz. This advance is small, being only 5c per dozen.

More Refined Sugars; Raws More Plentiful

Montreal.

SUGAR.—While it is obvious that figures of actual receipts cannot be given, CANADIAN GROCER is assured on high authority that supplies of raw sugar are coming to hand in such quantities as to ensure a better supply for some weeks and probably through July at least. Much improvement has been afforded recently and as an indication of the betterment one of the refineries stated that there was a less insistent demand for refined sugar noticeable already. Allocations as made have enabled the various refiners to increase their output materially and they have thus been able to maintain a better working schedule. Prices are maintained without change.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 50
Icing (50-lb. boxes)	8 90-9 30
Diamond icing	9 10
Yellow, No. 1	8 10 8 40
Yellow, No. 2 (or Golden)	8 00-8 30
Yellow, No. 3	7 90-8 30
Powdered, barrels	8 60-9 00
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 55
Crystal diamonds (boxes 100 lbs.)	9 80
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

No Restrictions re Canned Vegetables

Montreal.

CANNED GOODS—The statement was made by a leading jobber here to CANADIAN GROCER that there would very probably be no restriction this year against the sale of canned vegetables as there was for several weeks last season. It is generally realized that the greater the consumption of this class of food the better resultant condition there will be with regard to the more needed foods so desirable for the Allies overseas. For general canned goods trading has kept up well and sales through the regular outlets have been maintained on a satisfactory basis. There are no changes of price for the week but some lines are being gradually absorbed.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Asparagus (Amer.) mammoth green, doz.	....	4 00
Tomatoes, 1's	....	1 20
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	....	2 00
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Little Interest in Bean Markets

Montreal.

BEANS.—No feature of interest is showing in the bean situation. With the exception of certain districts from which there always is a fair demand throughout the season the volume of business is small. Supplies of various varieties and of different grades are still available, some of them in large amounts. Prices are quite unchanged and the market range is shown quite fully in the following list.

Beans—		
Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	9 50	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Rice Distributed to Meet Requirements

Montreal.

RICE, TAPIOCA.—There is fair business for rice. Stocks of some grades are reported to be very good and distribution is being effected as between some of the jobbing interests. Prices are very fully maintained because all the surrounding conditions are such as to make the near future outlook somewhat unsettled. Notwithstanding this importers have stated to CANADIAN GROCER that they expect the rice supply to be ample and obtainable as the demand may later require. Conditions at import points across the line are rather quiet, but firm.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb.	0 15	0 16
Tapioca (Pearl)	0 15'	0 16

Syrup Sales Continue; Molasses Firm

Montreal.

SYRUP AND MOLASSES.—The sale of cane and of corn syrups continues to be active and one sugar refiner stated that they were able to dispose of their product quite as fast as it was produced. Another jobber reported corn syrup sales very good. There has doubtless been somewhat better sale for both of these because of the high molasses price and difficulty of procuring this. Supplies of molasses are naturally not heavy for the delivery is erratic and absorption of what comes to hand is readily affected. All around prices are fully maintained but without change.

Corn Syrup—		
Barrels, about 700 lbs.	....	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.		

Kegs		0 07½
2-lb. tins, 2 doz. in case, case		4 65
5-lb. tins, 1 doz. in case, case		5 20
10-lb. tins, ½ doz. in case, case		4 95
20-lb. tins, ¼ doz. in case, case		4 90
2-gal. 25-lb. pails, each		2 15
3-gal. 38½-lb. pails, each		3 25
5-gal. 65-lb. pails, each		5 25
Cane Syrup (Crystal Diamond)—		
2-lb. tins, 2 doz. in case, per case		5 50
Barrels, per 100 lbs		8 00
Half barrels, per 100 lbs		8 25

Barbadoes Molasses—	Prices for Island of	Montreal
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

New Muscatels Arrive; Dried Fruit Sells

Montreal.

DRIED FRUIT.—One jobber received a shipment of two crown muscatels and is offering these at $10.50 per 50 pound box. This is a fair price under present market conditions. There exists at present a very good condition of trading and for apricots, peaches and prunes sales continue on a satisfactory basis. Evaporated apples are held in various grades and for these somewhat open prices have obtained with various jobbers from time to time. Various estimates of the prune crop are being made, some indicating a probable yield of 150,000,000 pounds as against an actual crop last year of 200,000,000 pounds.

Apricots—		
Choice		0 28
Fancy		0 30
Apples (evaporated)		0 20
Peaches (fancy)—		
Faced		0 19
Choice		0 17
12 oz., per pkge.		0 16
Pears		0 16
Drained Peels—		
Citron		
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatls, loose, 2-crown	0 10½	0 11
Muscatels, loose, 3-crown, lb.		0 11½
Muscatels, 4-crown, lb.		0 12
Cal. seedless, 16 oz.		0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.		0 13
Choice seeded, 16 oz. pkgs.		0 12
Valencias, selected		0 11
Valencias, 4-crown layers		0 11½
Currants, old		0 24
Do., new		0 32
Dates, Excelsior, per case		6 84
Do., Dromedary		7 92
Figs (new), 100 to case		11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (mats)		0 12
Figs, Portuguese (mats)		0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)		1 75
Pkgs. 10 oz. 12 pkgs.)		1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40		0 17
California, 40-50s		0 13½
25-lb. cases, 50-60s		0 13
60-70s	0 12½	0 13½
70-80s	0 12	0 12½
80-90s	0 11	0 12
90-100s		0 10
Oregon, 30-40s		0 15½
40-50s		0 15½
50-60s		0 12¾

Sale of Nuts Establish Record

Montreal.

NUTS.—The month of May was a very active one for those who had nuts for sale. Speaking with one of the Montreal importers this week CANADIAN GROCER was informed that this firm had done more actual business last month than ever before in its history, covering many seasons. And repeat orders have come in at this. There is not the slightest promise now of an easier situation with regard to all lines of imported nuts. The French Government's embargo is reported to have been hard and fast as from June 1st and the almost prohibitive freight rate of 5½c per pound on Spanish export nuts is a big factor against trading. As a consequence of all the surrounding difficulties which have been fully outlined in these columns before trading now must be done quite largely on the spot stocks in jobbers' and importers' hands and these are gradually becoming depleted. The markets are decidedly firm all through.

Almonds (Tara), per lb.	0 20	0 24
Almonds (shelled)	0 44	0 46
Almonds (Jordan)		0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 18	0 19
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 19	0 21
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2		0 14
Pecans (new Jumbo), per lb.	0 21	0 25
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo		0 40
Pecans (shelled)		0 80
Walnuts (Grenobie)		0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 70	0 72
Walnuts (Marbots), in bags	0 22	0 24

Cornmeal is Easier; Oat Products Easy

Montreal.

CEREALS.—The cereals are somewhat changed this week insofar as cornmeal and oat products are concerned. Thus gold dust grade of cornmeal is quoted as low as $6.75 and is somewhat easier all through in sympathy with the general trend of the corn markets. While there are no actual reductions on rolled oats and oatmeals the undertone is quite considerably a weaker one and revisions would not be at all a surprise if made during the week. Rye flour is on a firmer basis and trading is done on a price of $8.75 per 98 pound sack. The flour substitute demand is still maintained.

Cornmeal, Pure Gold		7 00
Cornmeal (Gold Dust)	6 75	7 00
Barley, pearl	7 75	8 75
Barley, pot, 98 lbs.	6 50	6 75
Buckwheat flour, 98 lbs.		7 25
Corn flour, 98 lbs.	5 65	6 50
Rice Four		9 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 25	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	9 50	11 25
Rolled oats, 90-lb. bags	5 35	5 80
Rolled oats (family pack.), case	5 50	5 75
Rolled oats (small size), case	2 07½	2 12½
Rolled wheat (100-lb. bbls.)		6 75
Rye flour, small lots, 98 lbs.		8 75
Self-rising flour—		
3-lb. pkgs., doz.		2 80
6-lb. pkgs., doz.		5 50

Light Flour Demand; Feeds Steadier

Montreal.

FLOUR AND FEEDS.—The flour trade is really quiet now and business from a general trade standpoint much confined. No changes of any nature have occurred and the interest of the miller is naturally confined in large measure to the export trade. For feeds a good demand still rules and while there is an improvement in supply this does not yet begin to meet the trade requirements. There are no price changes.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)		10 95
Car lots (delivered), Bakers		11 05
Small lots (delivered)		11 15
Bran, per ton		35 00
Shorts		40 00
Crushed oats	64 00	73 00
Barley chop	73 00	76 00
Barley meal	73 00	77 40
Feed oats, per bushel		1 06

With Futures High Tea Trade Steadier

Montreal.

TEA.—Better conditions than were expected by some are now prevailing in the tea trade. This is probably the natural result of a careful survey of the whole situation by the jobbing and retail trade. It is now established that markets will be higher for Japans in the fall and that there is little to be gained by deferring needed buying. At any rate there is a better feeling and trading operations are maintained on a more normal basis than for some weeks. The absorption of large tonnage of tea from India and Ceylon by the British Government is taken to mean that there will be a steadying of production in the Orient and probably a steady maintenance of trading operations through such action. Prices here are fully maintained on the following basis:

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Coffee Steady; Future Trading Quiet

Montreal.

COFFEE.—Aside from regular trade wants which are fully supplied there is very little change from last week's position. Prices are maintained and there seems no reason for expecting much definite change in the immediate future as to supply or price. Outside conditions are reported quiet in so far as trading in futures goes. Some shipments are on the way from South America, and it is understood that the matter of freight rates on their cargoes will be the subject of special consideration by the Shipping and Food Boards of the United States, the limited freight rate of $1.70 having been set after they had sailed. Very fair sale of cocoa continues to be made and prices

hold without change. Outside conditions are easy with markets weaker under large stocks.

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)	....	....
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Prices Maintained for Sugar and Syrup

Montreal.

MAPLE PRODUCTS.—There is little abatement of the demand for maple sugar and syrup. Supplies are not large on spot, but shipments are forthcoming from the rural points from time to time. Sugar is selling at around 22c per pound and maple syrup at $1.35 to $2 per tin according to quantity. While the supply is favorable trading will very probably be conducted on a fully maintained price basis.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal.	....	1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Steady Conditions Rule for Spices

Montreal.

SPICES.—Markets rule with a general firmness of undertone. Trading is not heavy, but there is some demand for limited quantities and it might be stated that this is normal and seasonable. In view of the position on peppers, both black and white, revisions are forecast and may be made any day. Outside conditions are firm also although there is but a limited amount of trading.

	5 and 10-lb. boxes	
Allspice	0 16	0 18
Cassia	....	0 35
Cassia (pure)	....	0 35
Cayenne pepper	0 28	0 35
Cloves	....	0 75
Cream of tartar	0 80	0 90
Ginger, pure	0 25	0 35
Ginger, Cochin	....	0 25
Ginger, Jamaica	0 30	0 35
Mace	0 80	1 00
Nutmegs	0 40	0 50
Pepper, black	0 38	0 42
Pepper, white	0 42	0 45
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Paprika	0 45	0 50
Tumeric	0 21	0 23
Cardamon seed, per lb., bulk	....	2 00
Carraway, Dutch, nominal	....	0 75
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	0 35
Mustard seed, bulk	....	0 25
Celery seed, bulk	....	0 46
Shredded cocoanut, in pails	0 21	0 23
Pimento, whole	0 12	0 14

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Fruit Prices Hold; Trade is Good

Montreal.

FRUITS.—There is less change in quotations this week although for citrus fruits the undertone is firm, particularly as applying to lemons and grapefruit. If the hot weather continues lemons may go higher as the heavy demand would soon have this result, the available stocks not being over heavy. Oranges, strawberries, pineapples and bananas are in good demand although the latter are so high that their sale is naturally restricted. Some lines of apples are growing short in supply and this applies particularly to Starks and Pewaukee.

Apples—		
Ben Davis	3 25	4 00
Russets	4 50	5 00
Nonpareil	5 00	5 50
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Boxed apples (all sizes)	2 75	3 00
Bananas (fancy large), bunch	5 00	5 50
Cherries (California), box	....	3 75
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	....	5 00
Grape fruit (fancy Porto Ricos) 54, 46	....	4 75
Lemons (fancy new Messina)	7 50	8 00
Lemons (choice)	....	7 00
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 50	7 25
Oranges, Porto Ricos	....	5 50
Oranges, Californa navels	6 00	7 50
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Oranges (Sorrentoes), 200 size	....	5 00
Pineapples, Cuban (crate)	5 50	6 00
Pineapples, Florida	5 50	6 00
Pears, eating (doz.)	0 30	0 60
Strawberries (box) (quarts)	0 18	0 25
Watermelons (each)	....	0 50

Beans Drop to $3.00; Tomatoes Scarce, High

Montreal.

VEGETABLES.—There are quite a number of revisions in the vegetable price list this week. This is due to the advance of the season which makes many lines less costly and some higher because of their scarcity and close of season for them. Thus, red onions are this week up to $2 per bag and Montreal cabbage is higher too. Cucumbers and tomatoes are both higher and this is due to difficulty of procuring them. Among the reductions for the week are the following:—String beans from $4 to $3 per hamper; Montreal head lettuce from $1.50 to $1.25, parsnips from $1 to 75c bag; radishes from $1 dozen bunches to 40 cents. The demand is good.

Asparagus (doz. bunches)	....	3 00
Asparagus, Western Grass (bask.)	....	1 00
Beans, new string (25-lb. basket)	....	3 00
Beets (60-lb. bag)	....	0 75
Beets, new (hamper)	....	2 25
Cauliflower (California), crate, 2 doz.	4 50	5 00
1 doz. crate	2 00	3 00
Cabbage, Montreal, per bbl.	2 50	3 75
Cabbage (new), hamper	....	1 50
Cabbage (New Florida), crate	....	3 00
Carrots (bag)	....	1 25
Carrots (new) hamper	....	2 25
Celery (Wash.) doz.	....	2 00
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers (hamper)	....	6 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (doz.)	0 50	0 75
Lettuce, Montreal, head (doz.)	....	1 25
Lettuce, Montreal (box)	....	3 50
Leeks	....	2 50
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (100-lb. bag)	....	2 00
Onions, spring, doz.	....	1 50
Onions (Texas), No. 1 yellow, etc.	....	2 75
Do., No. 2 white wax (crate)	....	2 75
Do., Silver and Red (crate)	....	3 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	0 75
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 40
Peas (in hampers)	....	4 00
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 65
Potatoes, new, Florida	....	5 50
Romane	....	0 50
Radishes (doz.)	....	0 40
Rhubarb, doz. (Montreal)	0 20	0 50
Spinach (bushel)	....	1 00
Turnips (Montreal), bag	....	1 50
Tomatoes (hothouse), lb.	....	0 40
Tomatoes, Florida, fancy (crate)	....	9 00
Tomatoes, choice (crate)	....	8 00
Watercress (Can.)	....	0 40
Watercress (Amer.)	....	1 00

ONTARIO MARKETS

TORONTO, June 5.—Prices generally have held firm during the week though some important changes are provided for in lists which follow. Supplies of sugar show decided improvement and restrictions against retailers securing full carload shipments have been lifted. Prices on dried fruits have not yet been named, and no orders are being accepted by the growers. Business from country points is reported very good while city business shows a falling off.

Sugar Supplies Better; Restrictions Lifted

Toronto.

SUGAR.—Locally the sugar situation as regards supplies is much better, and wholesalers are now permitted to accept orders for straight carload shipments to retailers from the refiners, the restrictions curtailing more than small local shipments having been lifted. Retailers are not expected, however, to carry more than they can sell within regulated 30 days. Reports from Cuba indicate a large movement of supplies to United States Atlantic ports, sufficient for present requirements, though no accumulation in refiners' hands greater than a week's supply. Receipts at shipping points are given as 2,596,704 tons, and it is estimated the amount held is 350,000 tons for a total production of 2,946,704 tons up to May 25. For the corresponding period last year the figures reached 2,686,000 tons, while the total outturn reached 3,023,720 tons. With another 300,000 tons' production this year, which is probable, figures will slightly exceed Willett and Gray estimate made last October of an outturn of 3,200,000 tons. Prices locally are unchanged as follows:

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	9 07
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c ad-

vance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Lye, Soda And Baking Powder Advance

Toronto.

LYE, SODA, BAKING POWDER.—Many miscellaneous lines have come in for revision during the week, included in which are to be noted lye, caustic soda, sal soda, cream of tartar, and baking powder. Wash boards are also higher, the advance amounting to from 25c to 65c per dozen.

Magic Baking Powder.—6 dozen 2 oz., 80c doz.; 4 doz. 4 oz., $1.25; 4 doz. 6 oz., $1.70; 4 doz. 8 oz., $2.25; 4 doz., 12 oz, $2.75; 2 doz. 16 oz., $3.60.

Gillett's Lye.—Single boxes, $5.55 box.

Gillett's Cream of Tartar.—¼-lb. paper pkgs., $3.25 doz.; ½ lb., $6.35; ½-lb. tins, $6.95; 5-lb. tins, $1.09½ lb.

Clark's Prepared Foods.—Lunch Ham, Size No. 1, $6.45 doz.; Ready Lunch, Asst. Loaves, No. 1, $4.50 doz.; Roast Beef, Size No. 2, $9.25; Corned Beef Hash, No. 1, $3.70; Jellied Hocks, No. 2, $9.95; Ox Tongue, No. 1, $7.95; Mince Meat, No. 1, $2.95; Mince Meat, bulk, 10-lb. pail, 22c lb.; 25-lb. pail, 21c lb.

Peanut Butter—5-lb. pail, 33c lb.; 12-lb. pail, 31c lb.; 24-lb. pail, 30c lb.; 50-lb. pail, 30c lb.

A. & H. package Sal Soda, $2.25 case; caustic soda, 5-lb. tins, 15½c lb.; Magic soda, 60/1 lb., $4.20 case; Simplex shoe dressing, 12/4 oz. bottles, $1.10 dozen.

Molasses Seems Slightly Easier

Toronto.

MOLASSES, SYRUPS.—A somewhat easier tone is reported in molasses, though this is not shown in quotations locally which remain unchanged. The demand at present is none too heavy, but a good sale is expected to materialize during the fall months. No change in syrups is reported, prices holding firm and unchanged, with the demand seasonable.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	5 50
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb...	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy, Barbadoes, barrels	....	1 00
Choice Barbadoes, barrels	....	0 90
West India, ½ bbls., gal.	....	0 56
West India, No. 10, kegs	....	6 50
West India, No. 5, kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	....	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Canned Goods Are Moving Westward

Toronto.

CANNED GOODS.—There has been a very fair movement of canned vegetables towards Western points during the past couple of weeks and reports indicate that stocks locally are down to a comparatively small figure for this time of year, though it is thought sufficient supplies are available to take care of requirements till new pack is marketed. No change in price is noted in quotations herewith.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25

CONTAINERS TO BE STANDARDIZED

It is stated here that the standardization of certain sizes of containers will be arranged so that it will be unnecessary hereafter to mark on these certain containers the actual contents of the cans. Thus what are known to the trade as 2's, 2½'s, 3's and 10's, will be made standard sizes.

On the other hand it will be essential that sizes other than these must have provision made either on the can or on the label for the weight or contents of such container as may be used.

Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	2 00	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Midget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin.	0 82	0 85
Do., black currant, 4-lb. tin.	0 75	0 83
Do., strawberry, 4-lb. tin.	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Prices Dried Fruits Not Yet Issued

Toronto.

DRIED FRUITS.—The date now set for naming prices on dried fruits is July 15, though the feeling exists that the United States Government will restrain growers from setting prices until outturn is really known. As outlined elsewhere, factors to be considered more largely in local prices this year will be increased boxing charged and increased freight rates. Crop reports on prunes indicate a much smaller production than last year. In the meantime conditions generally remain unchanged.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Future Teas Look High and Supplies Uncertain

Toronto.

TEAS.—There are indications that the United States Government may prohibit the import of teas, more particularly India and Ceylon, taking only the balance of Java stocks. This would overcome long hauls, large hauls, and with ocean space at more or less of a premium such action would not be altogether unexpected. This, with the announcement of higher prices on Japan teas would indicate a very firm outlook with prospects of considerably higher levels being reached by fall. The demand locally shows some activity, and though not heavy, improvement is expected to materialize. Prices are unchanged as follows:

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Licenses Not Coming Through Quickly

Toronto.

COFFEE.—Licenses for the import of coffee are not being granted very freely, and whereas present stocks are equal to demands a slight uneasiness is apparent as to when the licenses may be granted. Business is fair and prices unchanged.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Pepper Scarce and Very Firm

Toronto.

SPICES.—Spot stocks of pepper are only fair, and it may be said that a scarcity is developing. Price on white is very firm and a further revision upward may be made. The future on all spices as regards supplies remains uncertain, and a factor developing during the week is the bringing of the sub campaign to American waters. Business locally is reported fair.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Picking spice	0 22	0 30
Peppers, black	0 43	0 46
Peppers, white	0 47	0 49
Paprika, lb.	....	0 55
Nutmegs, selects, whole, 100s	0 45	0 48
Do., 80s	....	0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 38	0 45
Celery seed, whole	0 55	0 65
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	1 00 0
American high test	....	....
2-oz. packages, doz.	....	1 40
4-oz. packages, doz.	2 60	....
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Uncertainty as Regards Future Supplies Nuts

Toronto.

NUTS.—There is some uncertainty apparent as regards future supplies of nuts. Prices at United States distributing points are very high, and in some cases considered almost prohibitive. A review of the situation appears elsewhere in this issue. No change in prices locally is reported though primary points have advanced on walnuts and almonds.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 23
Walnuts, Bordeaux	0 25	0 26
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 18	0 22
Pecans, lb.	0 25	0 27
Peanuts, Jumbo, roasted	0 23	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	0 15	0 17
Cocoanuts, 100s	7 00	7 50
Shelled—		
Almonds, lb.	0 45	0 50
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 70	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

No New Developments Mark Bean Market

Toronto.

BEANS.—There have been no new developments to lend variation to the bean market during the week, conditions holding on a par with the past few weeks—quiet and unchanged as regards demand and price.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 25	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 18½	0 22

PEPPERS AND CREAM OF TARTAR UP

Since the report went to press on the spice markets CANADIAN GROCER was given changes on peppers and also on cream of tartar. Black peppers are marked up to 40c per lb. minimum and whites to 45c. Cream of tartar is quoted at from 90c to $1 per pound and is very scarce at this.

These advances, especially that applying to peppers, have been very definitely predicted in CANADIAN GROCER during the last two issues.

Rices Hold Firm; Fair Demand Exists

Toronto.

RICES.—The market remains firm with the demand reported very good. There is some fear expressed that the embargo on tapioca into the United States may be extended to Canada, though no action towards this end is reported as yet. Prices are unchanged as follows:

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Rolled Oats Easier; Demand Light

Toronto.

PACKAGE GOODS.—An easier tone in the rolled oats situation is reported during the week, and quotations on round 20's are being made at $5.25 in some quarters. Other lines show no change with the demand reported only fair throughout.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 25	6 00
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons.	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Maple Syrup Unchanged; Little Honey to Offer

Toronto.

MAPLE SYRUP, HONEY.—There has been no change in the maple syrup market during the week, prices holding firm and only a fair amount moving. Supplies of honey are very light and there is little moving.

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	....	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	....	18 50
No. 3, 32-oz. bottles, 24 to case.	....	16 70
Gallon tins, Imperial, per gal.	2 00	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Lemons Very High; Oranges, Bananas up

Toronto.

FRUIT.—Lemons continue on the upward trend and Californias to arrive will likely reach a $9.00 or $10.00 price, with further supplies going to even higher levels. Messinas are up to $7.50 box but prices on future arrivals must depend on condition of goods on arrival. A somewhat firmer tone locally is noticed in oranges with outlook somewhat uncertain at present. Bananas are up to 7½c per pound, representing an advance of ½c over last week's figure. Cuban pineapple is arriving and prices range from $5.00 to $6.00 per case. Grapefruit is getting cleaned up fairly well and uncertainty exists regarding further shipments of strawberries as heavy rains in producing areas may have an unfavorable effect.

Apples—		
Winesaps, box	3 75	4 00
Ontario—		
Baldwins, No. 1, bbl.	....	....
Do., No. 2, bbl.	....	6 00
Do., No. 3, bbl.	....	....
Starks, No. 1, bbl.	....	....
Do., No. 2	....	....
Ben Davis, No. 1, bbl.	....	6 50
Do., No. 3, bbl.	....	5 50
Spy, No. 3, bbl.	....	....
Bananas, yellow, bunch	4 00	4 50
Do., per lb. (crates extra)	....	0 07½
Cherries, Cal., box	4 00	4 50
Grapefruit—		
Floridas, 36s, 46s, case	....	6 00
Do., 54s, 64s, 80s, 96s	6 25	6 50
Oranges—		
Valencias—		
96s	....	6 50
100s	....	6 50
126s	6 50	7 50
150s, 176s, 200s, 216s	8 00	8 25
250s	7 50	8 00
288s	....	7 50
324s, 360s	6 75	7 00

Lemons, Cal, case	9 00	10 00
Do., Messinas, box	....	7 50
Peaches, Georgia, 6 bask. crate	4 25	4 50
Pears, Cal., box	....	....
Pineapples—		
Do., Cuban, cs. 24-30s	5 00	6 00
Strawberries—		
Do., quarts	0 25	0 30

Free Movement Fresh Vegetables; Potatoes Easier

Toronto.

VEGETABLES.—A very free movement of fresh vegetables is noted. Supplies are coming along quite freely and a good demand is reported. A decline in potatoes is noted, Ontario selling at $1.50-$1.60 bag and N. B. Delawares at $1.75. New Carolina potatoes are selling at $7.50 bbl. Cabbage is somewhat easier locally though an advance in Mississippi at producing points is recorded. Mississippi tomatoes are offering, 4-basket crate selling at $3.25-$3.50. The range of quotations on all lines follows:

Asparagus, Canadian, basket	1 50	1 75
Artichokes, Cal., doz.	....	1 25
Beans, wax, hamper	2 75	3 00
Do., green, hamper	2 50	2 75
Beets, new, hamper	1 75	2 00
Brussel sprouts, quart	....	....
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	2 50	3 00
Do., Carolina, crate	2 50	3 00
Do., Mississippi, crate	3 00	3 25
Carrots, bag	....	....
Do., new, hamper	1 25	1 75
Cucumbers, hothouse, basket	....	3 25
Do., North Carolina, crate	5 00	5 50
Lettuce, leaf, doz. bunches	0 25	0 40
Do., head, doz.	1 25	1 50
Mushrooms, basket	....	3 25
Onions—		
Texas, 50-lb. crate	2 00	2 25
Parsley, doz. bunches	0 85	0 90
Parsley, doz. bunches	....	0 85
Peas, green, new, hamper	....	3 75
Parsnips, bag	....	1 00
Peppers, green, doz.	0 75	0 90
Potatoes—		
Ontario, bag	1 50	1 60
N.B. Delawares	....	1 75
New Carolina, bbls.	....	7 50
Do., bushel basket	....	2 75
Spinach, Canadian, bushel	1 00	1 75
Rhubarb, dozen bunches	0 20	0 40
Tomatoes—		
Mississippi, 4 bask. crate	3 25	3 50
Hothouse, fancy, lb.	0 35	0 40
Turnips, bag	....	0 65

Flour Market Steady; Light Demand

Toronto.

FLOUR.—The flour market is unchanged, with a light demand in evidence. This would indicate that fairly good stocks of flour are in retailers' and consumers' hands throughout the country. There has been a considerable amount returned to dealers from all reports and some millers have accepted returned flour.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Mill Feeds Still Moving Quite Freely

Toronto.

MILL FEEDS.—There has been a slackening in demand for feeds since pasture has been available, but nevertheless a very free movement continues and there is little surplus accumulating as yet. Prices are unchanged.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40

Cereals Decline Still Further; only Fair Demand

Toronto.

CEREALS.—Further declines have been registered in many lines of cereals during the week, the weakness of the oats market undoubtedly influencing some changes, while corn apparently a bone of contention just now, somewhat easier prices are to be noted. Quotations now ruling follow:

	Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25
Buckwheat Flour, 98s	....	6 50
Cornmeal, 98s	6 00	6 75
Corn flour, 98s	6 00	6 50
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 00	5 50
Oatmeal, 98s	5 75	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, June 5.—Our readers will have read full reports in the newspapers about the big strike which occurred in Winnipeg recently. They also would read about the settlement brought about in the case of street car employees and telephone girls. They may have jumped to the conclusion that these also included freight handlers, which was not the case. Freight handlers went back to work early last week on all railways except the C.P.R.; on the latter line they remained out until Thursday, May 30, resulting in a tie-up for nearly two weeks of all freight handled by the C.P.R. This has undoubtedly resulted in losses running into thousands of dollars to jobbers and large departmental stores. However, the strike is over, and dealers can now look forward to receiving goods which have been held up so long. It is easier said than done, however, and some dealers will not get their orders completed for ten days or more.

Freight rates have advanced in the United States 25 per cent., which has had the effect of jobbers requesting that goods on order be shipped immediately so as to avoid paying increased cost.

Big Improvement to Sugar Situation

Winnipeg.

SUGAR.—The situation eased up wonderfully last week. Western Canada seems to be especially favored as every refiner is offering in this market, including the British Columbia refiner. It is understood the latter have secured large stocks of raws, and are now able to take care of their trade, even as far east as Winnipeg, although the offerings there are limited. British Columbia Sugar Refinery Co., Ltd., are quoting $9.80; other refiners quote from $9.70 down to as low as $9.50. Jobbers are not buying very freely now, as supplies they have had on order for some time are just beginning to come in. Jobbers state from now on they should be able to ship orders in full, and there is every indication that there will be enough sugar to take care of the preserving season. The trade do not think that prices will be any lower, although they say that you never can tell.

Line of Corn Syrup Likely to be Withdrawn

Winnipeg.

SYRUPS.—Although the British Columbia Sugar Refinery Co., Ltd., are offering sugar for sale in this market, they are not accepting orders for Rogers' syrup. There is a good demand for corn syrup in this market, and the market will continue firm. The trade do not expect any lower prices, in fact it is stated that one line of corn syrup is liable to be discontinued altogether at the request of the government.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 85
5-lb. tins, 1 doz. case, per case	5 50
10-lb. tins, ½ doz. case, per case	5 25
20-lb. tins, ¼ doz. case, per case	5 25
Barbadoes Molasses—	
In half barrels, per gal.	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 63

Sale of Dried Fruits Postponed Until July 15

Winnipeg.

DRIED FRUITS.—The market for dried fruits lacks interest owing to the fact that the United States government have given orders that no sales in futures shall be made before July 15. The date originally fixed by the government was June 1, then it was changed to June 15, and now it is extended to July 15. The reason for this is that the government is anxious to eliminate high prices, and with that idea in mind is prohibiting sales of futures.

Difficulty Getting Coffee Shipments into Canada

Winnipeg.

COFFEE. — The market continues about the same. The big difficulty experienced is to get shipments into the country.

White Bean Market Shows Weak Tendency

Winnipeg.

BEANS.—There is a weak tendency to this market although it is very slight. The reason for this seems to be that the public are not buying beans to anywhere

Continued on page 47.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, June 4.—Wholesale grocers have settled their strike with warehousemen, but warehousemen of wholesale fruit and produce dealers are out and were joined to-day by the teamsters. Grocers will have to haul their own purchases of fruit and vegetables. Business is only slightly demoralized as yet. Eggs have advanced to 46c and 51c, and butter 49c to 55c. Potatoes $30 to $45; the cheaper grades are of very poor quality. Oranges have gone up to $8 and lemons to $9 a box. Local strawberries are commencing. Dealers here are dubious about new suggestion from Ottawa regarding the embargo on importation of berries, apples, peaches, apricots, plums, cherries, etc. from United States. They state that it is possible to get along with the exception of plums, peaches, apricots, but British Columbia cannot supply home market with these without curtailing shipments to the prairies.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	....
Do., Siam, No. 2	1 85	1 90
Rice, China, 44 lb. mats, No. 1	1 90	1 95
Do., No. 2	1 75	1 89
Do., Japanese	2 10	2 15
Beans, Japanese, per lb.	0 09	0 15
Beans, B.C., white	0 14½	0 15
Potatoes, per ton	30 00	45 00
Lard, pure, in 400-lb. tierces, lb.	....	0 33
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 49	0 55
Cheese, Canadian	....	0 25¾
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	0 46	0 51
Oranges, box	....	8 00
Lemons	....	9 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 4.—A price on new pack British Columbia jams has been named: Strawberry, raspberry, blackberry is quoted at eleven fifty a dozen for four's. Salt all sizes, has made slight advance. Magic Baking Powder has advanced twenty cents a dozen on the twelve ounce size, other sizes in proportion. Royal Yeast Cakes are ten cents case higher while Gillet's Lye has advanced ten cents. Cream of Tartar quarters forty five cents a dozen. Cow brand soda fifteen cents a case. Rolled Oats have declined twenty-five cents. One brand of creamery butter is down three cents, while dairy is quoted at thirty-five to forty cents. Prunes are stiffening. Cheese is easier, from twenty-four and a half up. Eggs are quoted ten fifty to eleven twenty five. Crossed Fish Sardines are now twenty-five dollars.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 45	4 60
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt.	....	10 60
Cheese, No. 1, Ontario, large	0 24½	0 26½
Butter, creamery, lb.	....	0 50
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case	....	19 80
Eggs, new-laid, case	10 50	11 25
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 95	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	....
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	0 14½	0 17
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	17 00	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	7 50	8 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 4.—The market staples on the local market show little change. Fresh fruits are coming in. Pineapples are quoted at $6.50 per case and tomatoes at $7.50, and case watermelons are expected on the market next week. Some lines of blue have advanced about 2c a pound. Pepper is 44c, an advance of 5c. Gillett's goods are up 10c a case. Baking powder shows 40c case advance, cream of tartar is up 50c. Eggs stand at 35c dozen.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 70
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	11 25
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 47½
Eggs, new-laid	....	0 35
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 35
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 95
Peaches, 2s, Ontario, case	....	4 65
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

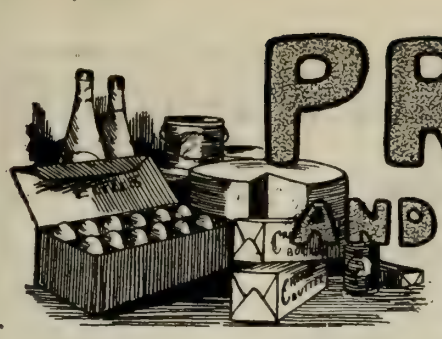
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 4.—What is ordinarily a quiet season in maritime trade is keeping well in line with former years in volume of business owing to the retailers buying for immediate requirements only. The market generally is quiet, few changes are noted. The demand for eggs for storage reflected in increased prices which have now reached 35 to 36c. The potato market is dull with little demand in evidence; price however remains firm in larger centres, producers not being offered enough to stimulate sales. Onions easier; Bermudas $2.50; Texas $2.75 to $3.00. Lemons firmer at $9.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 89
Rolled oats, bbl.	....	12 00
Beans, yellow-eyed	....	10 00
Beans, Canadian, white	....	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	....	0 25
Eggs, case	0 35	0 36
Breakfast bacon	....	0 40
Butter, creamery, per lb.	....	0 47
Butter, dairy, per lb.	0 43	0 44
Butter, tub	0 40	0 42
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	61 00	64 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
Native, barrel	2 80	3 00
Onion, Bermuda	....	2 50
Do., Texas	2 75	3 00
Lemons, Cal., Messina, case	....	9 00
Oranges, California, case	6 00	9 00
Grapefruit, case	6 50	7 00
Pineapples	7 00	8 00
Bananas, per lb.	0 08	0 08½



PRODUCE AND PROVISIONS



Merchants Favor Eggs by Weight

Consensus of Opinion of Merchants From All Sections is That the Pound is the Most Satisfactory Unit For Selling Goods—Would Appreciate Government Action to Make it Compulsory to Sell by the Pound—Some Contrary Opinions

THE introduction of Government bill No. 19 to amend the Inspections and Salts Act, one of the provisions of which is the setting of a standard for a dozen eggs, but they shall weigh not less than a pound and a half, has given new interests to the question of the best methods of handling eggs. This regulation is unquestionably a step in the right direction, and in a measure safeguards the consumers' interests. On the other hand there are many merchants who think that the only way to sell goods is by the standard of the pound.

In order that some idea as to how the merchants of the country stood on the matter of selling eggs by the pound enquiries were sent to many merchants in different provinces of the Dominion; their answers are appended.

B. C. Merchants Favor Change

Charles Warren, Golden, B.C., is of the opinion that handling eggs by the pound instead of the dozen would be quite feasible. He has found that his customers often complain of the injustice of paying as much for small eggs as for large. With the modern computing scale he believes that it would be possible to change the system without difficulty and without loss and to the satisfaction of the customer. Mr. Warren notes in this connection that in that section almost everything is sold by weight, neither peck nor bushel being used.

Ashwell and Co., Chilliwack, B.C., are also convinced that the system would be an improvement and can see no difficulties in the way. "We think," they state, "that our customers both buying and selling would be satisfied."

Elsie Bruce Co., Entwistle, Alta., state that they make no difference between the price of large and of small eggs, but they believe that such a difference should be made. They think, too, that it would be quite a feasible practice, and that after a little their customers would be pleased with the change.

"Some would be very pleased, others doubtless would change the breed of poultry they were keeping. We consider there is ample grounds for making a change and think buying by weight would be a step in the right direction."

Weight of Shell Would Make a Difference

Cahoon Bros., Cardstone, Alta., do not find that their customers object to small eggs, but they agree that eggs by weight would probably please their customers when they got used to the system, though they fear that the change would mean a loss to them. In commenting further on the matter they call attention to the fact that "Eggs differ. Some have a thin light shell while others have heavier ones. People want to buy the inside of the egg and not the shell. We find here that we have more trouble from large eggs than we do from small ones. Sometimes get them too large for egg carriers. We have always," they note, "sold bananas and potatoes by the pound and find it the best way."

A Contrary Opinion

James R. Kelly, Moosejaw, Sask., does not find any difficulty with small eggs, and he believes that the practice of weighing eggs would be neither convenient nor worth the trouble.

"I do not favor weighing eggs at all," he states. "Many of my customers buy them by the case of thirty dozen and they would think it a fool business. It is only a fad and it would be very expensive to handle. Customers are interested in getting eggs of good quality, as near new laid as possible. That is what a customer is interested in more than the weight."

Thinks Little to Be Gained

S. Whittaker, Briercrest, Sask., thought that with modern scales it would be quite possible to adopt the system, though with old fashioned scales it would be difficult.

"I can't see," states Mr. Whittaker, "that there is much to be gained in selling eggs by the pound. Undoubtedly it is the fairest way, but the customers seem well satisfied with the present method. The greatest objection would be the trouble in weighing them. If you attempted to weigh them in the scoop of your scale it would necessitate an extra handling which would cause more breakage, or if you weighed basket and all, you would have to keep track of this weight until you emptied them and then deduct the tare. This would mean a lot of extra figuring, and more chance for errors. In selling eggs the way we do now I try to mix some large and small eggs in the dozen to even up, and the customers seem satisfied.

With bananas it is different, and in my opinion the only way to sell them is by the pound. As with the eggs I try to assort them, but it is more difficult, as there is such a difference in sizes on the same bunch. As a rule the customer is standing right there watching you and if she catches you putting in small bananas she will call you. Then a merchant never knows whether he is making money on bananas or not with the present method.

Bananas are the only things in which I would welcome the change from the dozen to the pound.

If All Merchants Governed by Same Rules

Schill and Ivens, Tramping Lake, Sask., find that their customers object to small eggs though they attempt to assort them so that everyone gets as fair treatment as possible. The system of weighing they consider would be quite satisfactory if eggs were bought by computing scale weight and sold by the case. Continuing they state: "We believe buying eggs or selling eggs by weight would be the proper way, providing all merchants had to follow this rule, otherwise your competitor may buy by the dozen, which would be more satisfactory in the eyes of some farmers.

The above argument would also apply to bananas."

Rorstein Bros., Mossbank, Sask., think that the selling by weight is the only equable method of sale, for so the customers get what they pay for. "Such a system," they state, "if adopted all over the country would work out very satisfactorily and the customers would get value for their money."

Dixon Bros., Maple Creek, Sask., urge that the change to this system would take up more time, and that help being

scarce at the present time it is a change that should be left for more normal times, especially as the customer at present appears satisfied.

Must Be Inaugurated by Government Action

J. D. McArthur Co., Lac du Bonnett, Man., think that the scheme would be satisfactory if inaugurated by Government regulation, especially for the retail trade, but for buying in quantities they believe it would require special equipment.

Henry Cutfield, Gargrave, Man., does not think that his customers would favor such a change, though he believes that they might become accustomed to it.

Abram Honsberger, Beamsville, Ont., thinks that selling by weight is the only fair way. He thinks that his customers would take kindly to the change once they became accustomed to it.

R. B. Galbraith, Milton, Ont., is not in favor of the scheme. "The advantages gained, if any," he states, "would not pay for the extra trouble. The customer, he urges, under this system would be entirely in the dark as to what they would get for their money. He favors instead the maintaining of a standard weight for eggs and of then selling them by the dozen.

"Eggs coming into our store," Mr. Galbraith continues, "are of a standard size except possibly at some seasons of the year when a few pullets' eggs are offered. These certainly should be weighed and paid for as per standard weight per dozen."

F. C. Barkey, Toronto, does not know how his customers would take to the idea of buying eggs by weight but thinks that they would be satisfied. "I think," he continues, "that a law for the sale of such articles by weight would be of advantage to all concerned."

I. Brubacher, Elmira, states the case succinctly. There would be a difference of opinion, he states; the small egg man would kick, the others would be pleased.

Takes Twice as Long to Handle

Gorman & Co., Caledonia, Ont., favors the selling of eggs by weight, but urges the difficulty of buying in the same way.

"If eggs did not break it might be done, but it will cost twice as much to handle them by weight as by the dozen. To-day I weighed in to see how it would work. It took twice as long to put the eggs away as before."

E. A. MacDonald, Toronto, states that he does not think much of such a system.

W. H. Stodgill, Sutton West, Ont., states that he thinks it is the proper way to handle these goods. The consumer would get better value for his money, though the producer would probably do some kicking.

Three Reasons for the Change

E. F. Mason, Peterborough, Ont., strongly favors the system of eggs by weight. There are three good selling reasons:

1. Time saved in receiving a quantity of eggs.

2. No room for argument as to count, which is frequently the case.

3. There would be no culling over by the farmer or merchant, to the disadvantage of some.

James L. Hewson, Oakville, Ont., thinks that his customers would be tickled to death to adopt the system of eggs by weight. It is a system that should have been established long ago, he thinks.

T. Bowman, Ottawa, Ont., states: "I think the present way of handling eggs is the best way. I think that in most cases the consumer gets the best of the bargain. I have sometimes weighed a dozen eggs for my own satisfaction and invariably find that they weigh two or three ounces over the standard."

A. E. Pickard, Bronte, Ont., considers that the change would be very satisfactory.

U.S. Packing Industry Under Regulation

Some Further Enlargements of the Regulations Receive Assent —Arrangements to Keep Prices Staple so That Production May Not Decline

The Special Committee appointed to investigate the United States meat packing industry has reported, and their report has been approved by the president. It provides in part as follows:

1. We recommend the continuation of regulation of the meat-packing industry by the Food Administration and do not favor governmental operation of the industry unless it should be found impossible to enforce regulatory measures.

2. The auditing of the packers' bi-monthly profit returns to the Food Administration and the installation of uniform phases of accounts by the Federal Trade Commission. The present regulation by the Food Administration as to maximum profits should be continued to July 1.

The Regulations

3. The packers should be required to report wholesale prices received for meat products, and the transfer value of the principal by-products from their meat departments should be furnished by the packers to the Department of Agriculture for publication in their market reports as the department may require.

4. The reports showing the wholesale prices of food dealers, now being made to the Food Administration, which includes the wholesale prices made by packers' branch houses, should be given local publicity to consumers.

5. The stockyards should be placed under license and regulation by the Department of Agriculture.

1. The Food Purchase Board should extend its activities to the co-ordination of the purchase of packing-house products by all official agencies.

Price Must be High Enough to Ensure Production

2. It must be recognized that the meat purchases thus co-ordinated through the Food Purchase Board during periods of sparse marketing or during periods of extreme production broadly influence market levels in meat and in animals, and at such times as they do influence prices they should be made in accordance with economic conditions as they affect both producers and consumers, and at prices on one hand sufficiently stimulative to insure production at a point necessary to furnish supplies of meat during the war period, and, on the other hand, at such ranges as will prevent extortionate prices to the consumer. The packers' profits should be controlled so as to prevent excessive charges.

In Regard to the Retailer

1. It is desirable, however, that an investigation should be made of the conditions of the retail trade with view to determination of some constructive effort that may be made in retail distribution, and it is recommended that a committee should be created for thorough investigation of and recommendation upon the subject.

MACKEREL AS A TIMELY FISH

The "schools" of mackerel are just about due to arrive off the Nova Scotia coast and these will be available by the trade for the next several weeks. They come to the schooling grounds much the same as do sardines, herring, etc.

Last year there was a good run of these and the supply was large. The Canadian demand for them was indeed not equal to the supplies available and large lots were salted and exported. This season it is expected that there will be a good catch and CANADIAN GROCER was informed this week that if the trade would ask for these they would be able to supply their customers with a most palatable and nutritious fish which would be acceptable to the consumer and generally appreciated.

"Mackerel is a fish the food value of which is not fully appreciated in Canada. In the United States it is different, There the trade has been cultivated and for mackerel there is a large outlet, the consuming public enjoying it and more fully realizing its value. For with its use the consumer gets a wholesome food, the fats found in only certain parts of other fish now popular being distributed throughout the flesh of the mackerel in a different manner. This makes it desirable and the food value is large."

Mackerel, while making a pleasant change in the dietary can be laid down and sold to the trade at around 15c per pound, CANADIAN GROCER was informed. In some instances it might be sold even for less.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

FEATURING otherwise rather quiet markets during the week is the decline registered in live hogs of $1 per cwt., with the possibility of even lower levels being reached before the week is out. The market in the United States has declined and buyers are endeavoring to more nearly equalize prices. There has been little revision in dressed meats, and the demand is reported light.

Butter has held unchanged, and whereas an easier tone was noticeable early last week, the tendency was towards a stiffer market later, and the outlook for the present week seems somewhat uncertain. Very good quantities are coming to hand and sales are quite satisfactory.

The egg situation is considered weak. This is not revealed in prices to the trade but is a general feeling in respect to prevailing conditions. Storing operations will, it is thought, be practically completed in another week's time. The consuming demand is good, and very good supplies are reaching the markets.

A very free movement of fish is reported from all sources. Stocks have been coming along a little more liberally, and declines are noted in trout and whitefish. Mackerel has also registered a substantial drop. Pike, mullets and shad are among the new arrivals.

Hog Markets Easy; Cured Meats Up

Montreal.

PROVISIONS.—The weaker tendencies of the hog market as reported from various points prevail here. As stated to CANADIAN GROCER by one of the large abattoirs: "If the demand for hogs was large there would be a very short supply, but the trading is very light." So, as this indicates, it is not because supplies have improved that prices are ruling with a weaker undertone, but rather because for pork there is a limited trade just now. On the other hand there is a good volume of business for cured meats and prices have firmed, all boiled and roast lines advancing here two cents per pound. Live hogs still are selling at $20 to $21 live weight according to weight and quality.

Hogs, dressed—		
Abattoir killed, small, 65-99 lbs.	29 50	30 00
Do., heavy, 225-275 lbs.	....	28 00
Hogs, live	20 00	21 00
Hams—		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
Backs—		
Plain	0 42½	0 43½
Boneless, per lb.	0 45½	0 46½
Bacon—		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27½	0 29½
Long clear bacon, small lots	0 29	0 30
Fat backs, lb.	0 29½	0 28½
Cooked Meats—		
Hams, boiled, per lb.	0 50	0 52
Hams, roast, per lb.	....	0 50
Shoulders, boiled, per lb.	....	0 46
Shoulders, roast, per lb.	....	0 48
Barrel Pork—		
Canadian short cut (bbl.)	....	$60 00
Clear fat backs (bbl.)	....	61 00
Short cut clear pork (bbl.)	....	60 00
Bean pork (bbl.)	....	54 00
Heavy mess pork (bbl.)	....	55 00

Normal Conditions Prevail for Lard

Montreal.

LARD.—There is very little change in the position on lard. Sales are made on an unchanged basis. Demand from the usual sources is maintained on a normal basis and is of a routine character. The receipts for the past week were only 1,799 packages as compared with 4,307 packages received a year ago.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 34

Shortening Sales Somewhat Restricted

Montreal.

SHORTENING.—While there is probably no abatement of the demand for shortening there is notwithstanding a feeling that consumption is already less and will be so because of the newly-imposed restrictions as to its use by the confectioners and bakers. At the moment there is ample stock for trade needs which are being supplied at unchanged prices.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	0 28	0 28½

Margarine Supply is Bought Oftener

Montreal.

MARGARINE.—In view of the warmer weather conditions now prevalent everywhere there is more care in the selection of margarine stocks. Some are depending upon their jobbers' stock and as his facilities for handling are of the best orders are placed more frequently by the trade but in smaller volume. Prices have been held without change although the feeling is somewhat easier, if anything.

Margarine—			
Prints, acording to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Generally Believed Butter will be High

Montreal.

BUTTER.—The butter situation indicates a probable maintenance of its present price. This has developed through the past week or ten days for there was a feeling that with such heavy production there would be even lower prices. The demand for export is heavy and a great deal of the supply is thus utilized. The home demand is large too and in view of these two factors some are of the opinion there will be little reduction in to-day's quotations. As much as 43¼c was paid in the country last week. When offers are made there is a general picking up of quantities so that the conditions are healthy and point to a steady market for the immediate future at least.

Butter—		
Creamery prints (fresh made)	....	0 46
Creamery solids (fresh made)	....	0 45
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	....	0 37

Ordinary Demand for Cheese is Good

Montreal.

CHEESE.—There is much activity throughout the country at producing points and deliveries are now being made freely. Sales were made in many sections at higher prices and the tendencies are quite firm. The season has gotten away now to a good start and the receipts show improvement when comparisons are made. Thus the number of boxes received at Montreal for the week ending June 1, 47,033, are 2,907 more than they were for the comparative week last year and 19,303 greater than for the week preceding, this year. For the present trading in general is good at full prices, but these are without any change.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Eggs Are Easier; Demand Healthy

Montreal.

EGGS.—As has been consistently pointed out in the columns of CANADIAN GROCER for several weeks the egg market is easier and prices as low

as 32c were named at Prince Edward Island shipping points during last week. The general country buying price now is 34c. Production seems to have been quite well maintained although there has been some falling off reported from a few points. Some storing is still going on here. Little encouragement has been given to export trade to date owing to lack of shipping, but recent enquiries from abroad for quotations would seem to indicate that some space may be available for this purpose in the near future. Receipts at Montreal are still very good, those for the week ending June 1 being 16,746 cases and the same for the comparative week last year being 17,409. Local demand is maintained on a healthy basis.

Eggs—		
Selects	....	0 45
No. 1, candled	....	0 40
New-laid	....	0 42
No. 2	....	0 38

Broilers On Market, Also Some Ducklings

Montreal.

POULTRY.—The feature of the week was the arrival of some broilers and also of some ducklings. The broilers were very small and weighed from one to one and one-half pounds, selling at around 60c. The ducklings were very choice in some cases and those eight weeks old sold at from 48c to 50c each. The market in live poultry is somewhat easier but this is not marked as yet because the general demand for all the poultry which can be secured is good. No frozen ducks are now to be had and it is much the same with regard to frozen poultry, the demand having pretty well absorbed stocks.

	Live	Dressed
Young ducks, lb.	....-	0 45- 0 50
Turkeys (old toms), lb.	....-	0 28- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	0 30- 0 32	0 35- 0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chicken	....-	....- 0 37

Lobster Demand Good; Fish Prices Easier

Montreal.

FISH.—There is much relief with regard to the delivery of certain fish both from sea and lake points. This has had the effect of reducing prices and many revisions are made downward. Haddock and codfish are now to be had freely and prices are favorable. Mackerel are freer and the tendencies indicate a freer movement of this and other fish for some time. Gaspe salmon are available but prices are still high. Halibut from both western and eastern points are not over plentiful but the stocks arriving are quite ample for the existing demand. The lobster season is very active and has been a very good one, owing to prices prevailing being reasonable.

SMOKED FISH.

Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 16	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15

SALTED AND PICKLED FISH.

Haddock (per bbl.)	....	10 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	14 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Mackerel, No. 1, per bbl.	....	22 00
Mackerel (½ bbls.)	....	15 00
Codfish (skinless), 100-lb. box	....	12 50
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	....	0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	....	0 25
Lobsters (boiled), lb.	....	0 18
Prawns, lb.	....	0 30
Shrimps, lb.	....	0 26
Scallops	....	3 50

REGULATIONS COVERING SECURING SUPPLIES ONTARIO GOVERNMENT FISH

The Ontario Government Department of Game and Fisheries, sales branch, has asked the different cities, towns and villages throughout the province to appoint dealers to act as distributors for the Ontario Government fresh water fish. The local council may appoint as many dealers as they see fit, the appointments being ratified by the Department. Only dealers so appointed can secure supplies from the wholesale distributors of government fish.

The prices named elsewhere on government fish are for goods delivered to local station. Express charges are paid by dealer receiving same, but when remitting to wholesale distributor express voucher may be included as part payment.

The selling prices to the consumer are for whitefish, trout and pickerel, 15c per lb.; for pike, 12c per lb.; for herring, 11c per lb.; for mullets, 8c per lb.; for sturgeon, 30c per lb. If fish are delivered or cleaned local dealer has option of adding 2c per lb.

Oysters—		
Ordinary, gal.	....	2 25
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	14 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	10 50
3gal. (wine) cans	....	6 50
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00

FRESH FROZEN SEA FISH.

Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	18	19
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 14	0 18
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26

FRESH FROZEN LAKE FISH

Pike, lb.	0 09½	0 11
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Doree	0 12½	0 13

FRESH FISH

Barbotte	0 14	0 15
Haddock	0 07	0 08
Steak cod	0 10	0 11
Market cod	....	0 06½
Carp	0 09	0 10
Dore	0 16	0 17
Lake trout	0 19	0 20
Brook trout	0 35	0 37
Pike	0 12	0 13
B. C. Salmon	0 26	0 28
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	0 23	0 24
Eastern Halibut (chicken)	....	0 18
Eastern Halibut (med.)	....	0 22
Flounders	0 08	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 18	0 19
Whitefish (small)	0 09	0 09½
Eels	....	0 14
Mackerel, lb.	....	0 15
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Hogs Record Big Decline

Toronto.

PROVISIONS.—A decline of $1.02 per cwt. in live hogs, with indications of further declines featured the situation early in the week. Quotations nominally may be given at $19.00 with $18.75 and even $18.50 per cwt. in sight. The run is rather inclined to be light and this is reflected in other lines as well. Dressed meats show little change over last week's quotations as will be noted in prices shown below.

Hams—		
Medium	0 37	0 38
Large, per lb.	0 29	0 33
Backs—		
Plain	0 43	0 48
Boneless, per lb.	0 46	0 50
Bacon—		
Breakfast, per lb.	0 39	0 43
Roll, per lb.	0 33	0 36
Wiltshire (smoked sides), lb.	0 37½	0 42½
Dry Salt Meats—		
Log clear bacon, lb.	0 29½	0 30½
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 48	0 50
Hams, roast, without dressing, per lb.	0 48	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	54 00	56 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	29 50
Live, off cars	....	19 25
Live, fed and watered	....	19 00
Live, f.o.b.	....	18 25

Quiet Prevails in Shortening Market

Toronto.

SHORTENING.—In line with the season, a rather quiet tone is to be noted during the week. Supplies are reaching the local market in sufficient quantities to take care of the demand, but there is little surplus accumulating. Prices have held firm and unchanged.

Shortening, tierces, 400 lb., lb.	0 26	0 26½

In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Shows Little Movement; Easier

Toronto.

LARD.—As far as demand is concerned, there is little apparent at present, and the run of hogs being light, there is practically no surplus being provided. Prices show a slightly easier tendency and quotations below are ½c below figures of last week.

Lard, pure, tierces, 50 lbs., lb...	0 30	0 31½

In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Demand Only Fair for Margarine

Toronto.

MARGARINE.—Little that is new has developed in the situation during the week. Only a fair movement is reported and no change in prices has been noted.

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Seems Rather Uncertain; Holds Firm

Toronto.

BUTTER.—There is rather an unsettled tone to this market. Prices which showed signs of easing early last week stiffened again and there seems rather an element of uncertainty ruling just at present. Fresh made is coming to hand in fairly liberal quantities. Dairy butter is still scarce, comparatively little being offered and prices holding firm. Prices generally are unchanged on the following basis.

Creamery prints, fresh made	0 44	0 47
Creamery solids, fresh made	0 43	0 46
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Show No Change; Tone Weak

Toronto.

EGGS.—The tone is rather weak though this has not revealed itself to any extent in the actual marketing of these to the trade. Receipts continue in fairly liberal quantities and all surplus are being put into storage. It is expeced another week or ten days will practically complete storing operations. Quotations follow:

Eggs—		
New-laids, in cartons	0 40	0 44
Do., loose, doz.	0 39	0 40

Normal Conditions Prevail in Cheese

Toronto.

CHEESE.—The situation is normal, and new developments are not looked for in this commodity. Some local boards throughout the country show a little higher buying price but the export price of 23c holds, with prices to the trade in line with this figure.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry in Fair Demand; Receipts Light

Toronto.

POULTRY.—Prices hold firm and unchanged during the week with nothing new otherwise to report. A very good demand for both fresh and storage stocks is apparent though receipts of live fowl continue light.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Turkeys	0 25- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 30	0 28- 0 30
Hens, under 5 lbs.	0 25- 0 28	0 25- 0 30
Chickens, Spring	0 04- 0 50	....- 0 50
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Chickens, Spring	0 60	0 70
Ducks	0 30	0 34
Turkeys	0 36	0 40

Trout and Whitefish Easier; Demand Good

Toronto.

FISH.—Very good supplies of all lines of fish are reaching the local market and a splendid demand is reported. A somewhat easier tone is noted in mackerel now selling at 12-14c per pound, steak cod at 9-10c; herring at 8-9c; and whitefish and trout are each down 1c per pound. Fresh shad are now being offered and pike and mullets are two other lines now selling. Prices range as follows for all lines.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Finnan haddies, lb.	0 12½	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless. 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Cod, steak, lb.	0 09	0 10
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Flukes	....	0 15
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 07	0 08
Herring, lb.	0 05½	0 06
Mackerel	0 12	0 14
Plaice, dressed, lb.	....	0 10
Sea Bass	....	0 18
SHAD—		
Bucks	....	0 20
Roes	....	0 25
Soles, dressed, lb.	....	0 10
Salmon, Red Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	0 08	0 09
Trout, lb.	0 14	0 15
Whitefish, lb.	0 15	0 16
Ontario Government Fish		
Herring	....	0 08½
Mullets	....	0 05
Pickerel	....	0 11½
Pike	....	0 09
Sturgeon	....	0 20
Trout	....	0 11½
Whitefish	....	0 11½

WEEKLY MARKET REPORTS

Continued from Page 41.

near the extent they formerly did, and jobbers have rather big stocks that were bought away back.

Barley—			
Pearl, 98-lb. bags, per bag	....	7 25	
Pot, 98-lb. bags, per bag	....	5 15	
Beans—			
Lima, Manchurian	....	0 17	
Fancy white, bushel	....	6 50	
Peas—			
Split, 98-lb. bags, per bag	....	10 55	
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00	
Whole, green, lb.	....	0 11¾	

Another Advance in Price of Matches

Winnipeg.

MATCHES.—The second advance to take place within a very short time occurred this week, amounting to about 10 per cent. above the new prices.

Canned Goods Selling in Western Canada

Winnipeg.

CANNED GOODS.—There is a splendid demand for all lines of canned goods, and the only trouble is getting them out to the trade fast enough.

Jobbers Warn That Rice is Advancing Again

Winnipeg.

RICE.—The market continues very firm, and the retail trade are warned that prices are bound to be higher before very long. Jobbers are to-day quoting prices as low as rice is costing them to buy. Tapioca and sago also continue firm.

Mills Now Pushing White Corn Flour

Winnipeg.

FLOUR AND FEED.—There is no change in the price of flour. The mills are endeavoring to curb shipments of wheat flour as far as possible. They have agreed with the Western representative of the Food Controller to stock white corn flour at all the principal distributing centres from Fort William to the coast. They will advertise corn flour as a substitute for wheat, not only for bake shops, but also for the homes. In order to keep down the price of corn flour to as near the price of wheat flour as possible, the mills have agreed to handle this on a profit of only 2 per cent. over the purchase price.

ROLLED OATS.—The demand for rolled oats is still very small, and the supply of oats on hand continues to increase. The price of bulk oats now varies from $4 to $4.30. Packages still remain at $5.65. Price of cornmeal is now down to $5.65.

Govt. Standard Flour—		
Cash carload price	....	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 70
Cereals—		
Rolled oats, 80s	4 00	4 30
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98s	....	5 60
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80

AGENCIES WANTED.

SALESMAN COVERING QUEBEC CITY AND District is open to book several side lines, visiting grocers, butchers, druggists, restaurants. S. G. G., 384 Valier St., Quebec.

Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.
These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

More Fish, Less Meat

Save the Meat for our Soldier Boys in the Trenches

Encourage the Government in the good work of solving the food question. This can only be done by installing a good FISH BOX for storage of same.

FREEMAN'S FISH BOX



Complies with the Government requirements. Easily moved and an attractive fixture, finished in WHITE ENAMELLED or MISSION. Built on the same STANDARD as our REFRIGERATORS. We can build them CHEAPER, but we won't. We would build them BETTER, but we can't.

Do not neglect to write to-day for CATALOGUE showing FISH BOXES, sent free.

Manufactured by

The W. A. Freeman Co., Limited
HAMILTON, ONT.

MONTREAL — David H. H. Neil, 16 Notre Dame St. E. Uptown 8547
TORONTO—114 York Street, near King

Short of Help? Too Bad!

But labor is scarce everywhere. The young men—most of them—are in khaki. And there you are.

Yet the man you need is somewhere—probably behind a counter or desk, and in the grocery business, wholesale or retail. He'll go to you if the call is loud enough.

Perhaps you can get him with a whisper. Never can tell what makes some men restless.

It's clearly up to you to use a dollar or two to advertise. Use CANADIAN GROCER—2 cents a word. If you know any better paper, use it.

All we know is that CANADIAN GROCER gets into 5,300 grocery stores and establishments all over Canada. No one daily newspaper—no other publication — can make, truly, the same statement.

The chances are that you'll find the man you want in a grocery store or office. If he's there now, and you get him, he'll probably be a trained man, and you you'll get value out of him from the start.

Don't rest on one insertion. It isn't experience to get what you're after the first crack out of the box. The best men are hardest to budge.

Make your advertisement explicit. Make it brief. Use a box number if you like. The big thing is to try, and try and try.

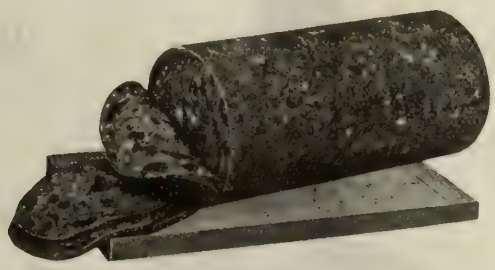
Our business is to carry your advertisement to likely men. It isn't our business to get replies for you. Yet the chances are that you'll get replies—first week of trying.

Rates—2c per word first insertion, and 1 cent per word each subsequent insertion. Five cents extra per insertion if replies are to be sent in our care to a Box Number. Invariably in advance.

CANADIAN GROCER
143-153 University Avenue
TORONTO

Summer days call for products like these—

HERE are delicious cold-luncheon treats for Summer days that will especially appeal to your customers just now. For the table or for the picnic basket they are equally suitable, and you will find them good sellers. No occasion to complain of dull times if you feature these trade-building lines in your store.



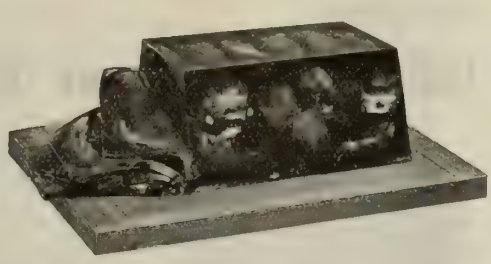
Davies Cooked Pressed Pork

Made from tender, lean trimmings (the choicest products of the hog), delicately seasoned and cooked in cylinder form. A good, steady trade-bringer to the dealer.



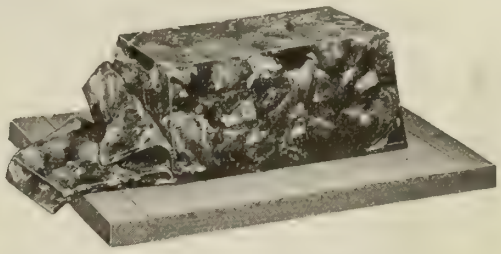
Davies Roast Pork

Savory roasts of choice pork (shoulders and hams), with or without dressing; cooked to perfection. A genuine **quality** line suitable for cold lunches or sandwiches. Very popular with the trade.



Davies Jellied Lunch Tongue

Made from tender pork tongues, mild cured and seasoned just enough to tempt the palate. Sells at a reasonable price, and shows a just profit to the dealer.



Davies Pork and Tongue

This product possesses the tastiness and appetizing qualities of tongue, while selling at the low price of other jellied meats. A splendid seller and every slice saleable.

We carry a full line of Cooked and Jellied Meats and shall be glad to quote you prices, either by mail or through our travelling representatives.

THE WILLIAM DAVIES COMPANY LIMITED

Montreal **TORONTO** **Hamilton**

If any advertisement interests you, tear it out now and place with letters to be answered.

BRUNSWICK BRAND KIPPERED HERRINGS



Recommend Brunswick Brand Kippered Herring confident that the unstinted good quality of this delightful sea food will win instant favor with the most particular.

Brunswick Brand Kippered Herrings come to you in cases of 4 doz. No. 1 tins.

Before ordering look over the appended list of other Brunswick Brand lines and see which particular one you are short of.

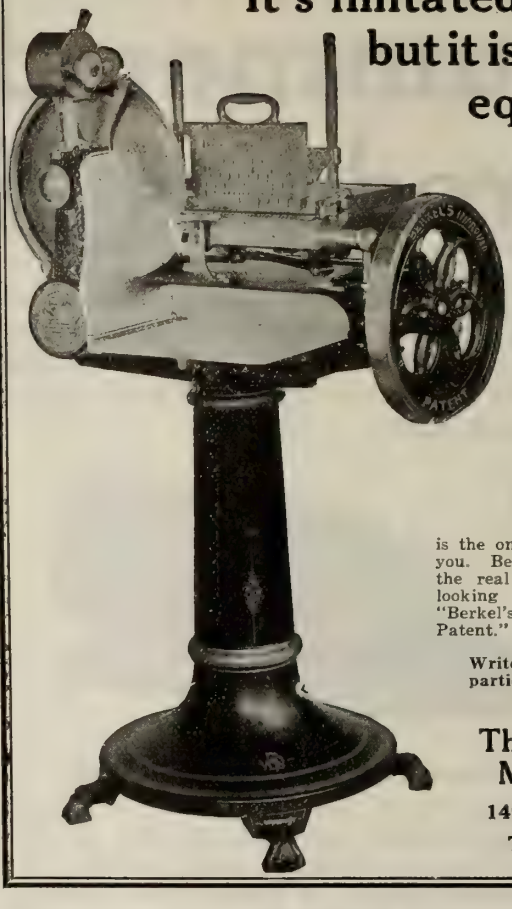
¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Kippered Herring
Herring in Tomato Sauce
Clams

Connors Brothers

Limited

BLACK'S HARBOR, N.B.

It's imitated—yes, but it is never equalled



Mr. Dealer, you want a meat slicer. Why not instal one that you can depend upon for efficient service and one that will add to the dignity of your store besides.

The Van Berkel

is the one best slicer for you. Be sure you've got the real Van Berkel by looking for the name "Berkel's Improved Patent."

Write to-day for particulars.

The Hobart Mfg. Co.

149 Church St.

TORONTO

Recommend

Indian Chief Brand Clams



They merit your recommendation.

They are sweet, pure and wholesome; put up and sealed without solder or acid the very day they are taken from the beds.

Discriminating people prefer Indian Chief Brand to any other. Grocers who sell quality first always find it worth while to push this delicious line.

The profits are worth getting. Are you showing Indian Chief Clams?

SHAW & ELLIS

POCOLOGAN, N. B.



Save Food! We can Help You

Do not let Food Spoil This Summer

Food represents Life and Money—two main essentials in the world's present struggle. Employ every available means of conserving food. It is our supreme duty at home to feed our heroic Armies in the Field—and feed them well.

We are now in a position to co-operate with you in conserving perishable food in the most effective way. We invite every merchant to take full advantage of our offer to install one Refrigerator only, in every retail store in the Dominion, **ON TERMS TO SUIT THE PURCHASER.**

Our large new plant enables us to make this offer. Our equipment is equal to the undertaking. This offer will last only during the early summer months while needed conservation can be effected.

The Eureka Refrigerator needs no introduction, having been in use for over 30 years from coast to coast. It has a nation-wide reputation for economy of ice, preservation of perishable food, and will keep meats longer (in an unfrozen state) than any discovery known to science.

EUREKA REFRIGERATORS are made all sizes for all purposes.

Write, telephone or call upon us for catalog and full information.

Yours truly,

EUREKA REFRIGERATOR CO., LTD.,
per General Sales Manager.

11 Colborne St. Phone Main 556 Toronto

Branches: Jas. Rutledge, 2608 Waverley St., Montreal; J. H. Galloway, 194 Main St. E., Hamilton; Geo. Bonnycastle, Winnipeg; Walter Woods & Co., Winnipeg, Man.

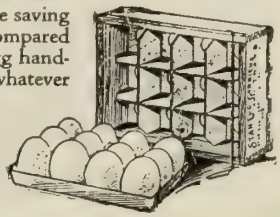
DO YOU HANDLE EGGS?

Then in order to secure the greatest profit, save most in time and trouble, you need

The Star System for Safe Egg Handling

63% of your Brother Grocers unhesitatingly recommend it as the most satisfactory system of egg delivery ever devised. Why not let us show you the extra profit it will effect when applied to your business?

FREE—A survey of your store showing you in dollars and cents the saving the *Star System* will effect as compared with your present method of egg handling. There is no obligation whatever and incidentally it may save you hundreds of dollars yearly.



STAR EGG CARRIER & TRAY MFG. CO.
1620 Jay St., Rochester, N.Y.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer

143-153 University Ave., Toronto

It
Repeats!

Holbrook's
Imported
Worcestershire Sauce

Its quality appeals to particular people.

You can still procure your supplies at **pre-war prices.**

Here are some other first-rate lines we offer:

Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders.

A big
Summer Seller—

ROSE'S LIME JUICE

Just as popular now as it was fifty years ago when it set the quality standard in good temperance drinks.

Once your customers know you sell Rose's Lime Juice your stocks will keep moving maker.

Rose's is a good profit-briskly.





Dominion Agents

Holbrooks, Ltd.
Toronto and Vancouver
Canada's Food Board License No. 6—468

Manager Wanted $50,000 Salary

A STRONG man—a tactful man—a man who will create sympathy and respect and support for the greatest factor in the upbuilding of Canada. A man who will curb the few selfish, the grafters, and the offensive combines which exact exorbitant profits, and bring the 95 per cent. decent Canadian manufacturers into disrepute, subjecting them to unfair and confiscatory legislation. A man who will work in unity with the press of the country, with the farmers, trade unions, and various journals, and finally and most important of all—a man who will organize Canadian industry for the greatest possible output of the best quality goods. Such a man can do more than any other to make Canada permanently prosperous. Such a man, says THE FINANCIAL POST of June 1st, should be secured as Manager of the Canadian Manufacturers' Association. You will find the article containing this and other powerfully constructive thoughts on page 1 of THE POST now on sale.

Know Canadian Affairs

News of Canadian Securities forms an important feature of THE FINANCIAL POST every week. In addition to the fifteen columns of the June 1st issue devoted to this department the following up-to-the-minute business articles appear:

Policy.
Milling Company Report Not Made on Business Basis.
Banks Prepare for Abnormal Domestic Needs.
Maintenance of Foreign Trade a Necessity.
Canadian Merchants Current Loans Millions Higher.
Effect of Victory Loan on Canadian Banks.
Facts From Experts as to Frost Scare in West.
Outlook for Record Crop Not Impaired.
Bank Clearings Show Big Falling Off.
Drain on Bank Staffs Continues.
Housing Question Acute in East: Remove Restrictions?
A Brighter War Outlook and Why. (By Lt.-Col. J. B. Maclean.)
How the Farmer Looks on High Tariff

These are only a few of the headlines. THE POST is packed full of valuable business information as you will find if you send for a sample copy, or better still a trial subscription using this form:

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price ($3.00 per year, or $1.00 for four months' trial subscription) on receipt of bill.

Name .....

Address .....

C.G. 6A.



As Food and Dessert

Junket Tablets have a ready sale, both for making food for the little ones and for making delicious desserts for grown-ups. Junket is served plain or with fruit, berries, nuts, etc., and it also make better, smoother ice cream.

Junket
MADE *with* MILK

Known and used by physicians and nurses everywhere and recommended by them for many years.

Sold in packages of 10 Tablets. Retails at 12c, with a substantial profit.

Advertised in leading Canadian magazines that cover the Dominion.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

If any advertisement interests you, tear it out now and place with letters to be answered.



Keep ***Sani-Flush*** before the eyes of your customers. Many of them have been convinced by the manufacturer's advertising that they need

Sani-Flush

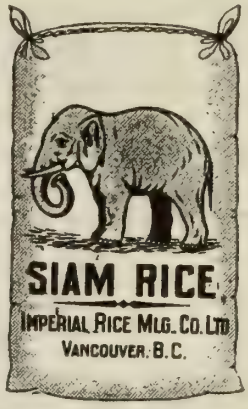
They will buy it as soon as you let them know you handle it.

HAROLD F. RITCHIE & CO., LTD.
10-12-14 McCaul Street, Toronto, Ontario

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.





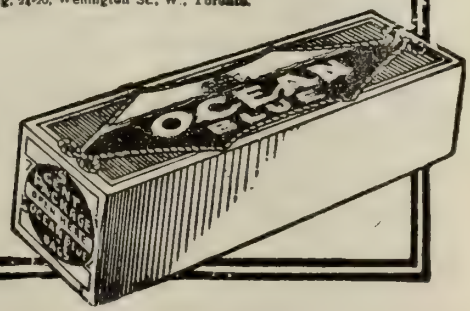
We are offering the best value in Rice on the Canadian market to-day.

OCEAN BLUE

stands for all that is implied in the word "QUALITY." And quality too at a popular price. No Grocer has regretted stocking OCEAN BLUE since his customers came to know the 5c. "OCEAN" quality.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.



CENTURY SALT



---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY

Agents for the Province of Quebec

15 STE. THERESE ST. - - MONTREAL

DONALD H. BAIN CO.

AGENTS FOR THE CANADIAN NORTH-WEST

Y & S STICK LICORICE

in 10c Cartons



Everything in Licorice for all Industries using

LICORICE

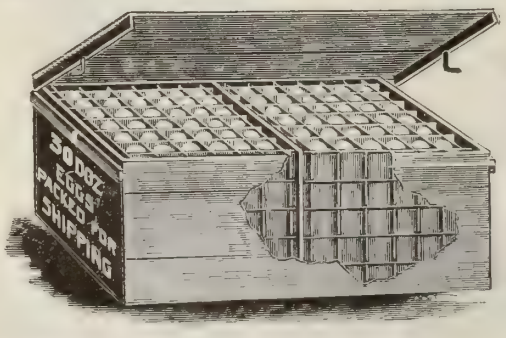
in any form.

Made in Canada by

National Licorice Company

MONTREAL

THE MILLER BROS. CO., LIMITED



Manufacturers of

White pulp egg case fillers and extra flats in standard and extra large sizes for 12 and 30 dozen egg crates.

20-38 DOWD STREET, - MONTREAL, CANADA

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20

Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case: Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 90
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....

In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE THE COWAN CO., LTD.

COCOA—

Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37

(Unsweetened Chocolate)

Supreme Chocolate, 12-lb. boxes, per lb.	36
Supreme Chocolate, 10c size, 2 doz. box, per doz.	90
Perfection chocolate, 10c size, 2 doz. in box, per doz.	90

SWEET CHOCOLATE—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 [illegible]
Diamond Chocolate, 7's, 4-lb. boxes	1 --
Diamond, 6-lb. boxes	30
Diamond, ¼s, 6-lb. boxes	0 30

CHOCOLATE CONFECTIONS—	Per doz.
Milk medallions, 5-lb. boxes	0 [illegible]
Nonpareil wafers, 5-lb. boxes	0 28
Chocolate Beans, 5-lb. boxes, per lb.	0 35
Chocolate Emblems, 5-lb. boxes, per lb.	0 35
Chocolate ginger, 5-lb. boxes	0 45
Milk chocolate wafers, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 99
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Almond nut bars, 24 bars, per box	0 95
Maple Buds, 5c pkgs., 4 doz. in box, per doz.	1 80
Filbert Nut Bars, 24 in box, per box	0 90
Ginger Bars, 24 in box, per box	0 95
Pineapple Bars, 24 in box, per box	0 95
Regal Milk Chocolate Bars, 24 in box, per box	0 95
Puffed Rice Bars, 24 in box, per box	0 95
Queen's Dessert Bars, 24 in box, per box	0 95
Maple Leaf Bar, 24 in box, per box	0 95

Lowering the Cost of Getting Orders

THEY were talking about the high cost of getting orders—were Brown and Jones. They were agreed on some things: train service was interfering with ability of salesmen to call on as many as formerly; hotel bills were adding heavily to the weekly expenses of salesmen; congested freight and express service was interfering with quick deliveries; salaries of men were going up; labor of all sorts, as well as materials, was becoming higher-priced.

Then Brown said: "I am giving a good deal of thought to the training of my salesmen. I am endeavoring to make them produce more business—to sell more goods, and to reduce the number of futile calls. I notice that they are giving much attention to this subject in the United States, and that in Canada some firms are paying serious attention to this matter of better salesmanship."

"What are you doing?" said Jones.

"Well, I haven't done a great deal so far, for I am in the initial stages of my studies. But one thing I have learned: it is that my men haven't been analyzing the causes of their failures to make sales. I can't blame them, for I myself haven't troubled myself to dig into this phase of the selling game. Now I am asking myself and my men—Why the failure to get the order?

"I have discovered a good deal. One thing is that my men haven't known enough about the goods they took out to demonstrate them convincingly. This is largely our fault. So we are using time and printed matter to make our men know exactly what they have to offer.

"Another thing we have had impressed on us is that our men haven't been approaching their prospects always in the best way. They have been too keen to sell rather than to serve.

"I saw a thing the other day that is good—by a man named Casson. He said the average salesman's method was 'Talk—Argue—Compel.' As against this, he recommended: Listen—Agree—Oblige.

"What he means is that the salesman must get on the side of the buyer if he is to have best results. And so I am doing something to get my men trained to acquire the point of view of the man they canvass—this first. When a salesman postpones his sales talk until he has won the interest and attention of the prospect, he is in a much more favorable position to put across his proposal.

"I read recently an advertisement of the FINANCIAL POST in which it told of Frank Mutton, President of the International Business Machines Company, in which he said that he has subscribed to THE POST for each of his salesmen in order that they may be well informed about business conditions and affairs in Canada—this as an aid in making sales. The idea, I infer, is to make his men quick to get the point of view of the men they are to canvass—to become possessed of a kind and amount of information which will enable them to make themselves interesting to prospective buyers of time-recording machines.

"Now, I have known Mutton for many years—known him to be a super-salesman. In subscribing to THE POST for his salesmen, I saw one of his methods—secrets, if you like. So I got THE POST myself to see how my men could make use of it for the same objects.

"I have subscribed to THE POST for 4 months at the cost of a dollar per salesman, and I have been having my men report to me in writing just how they are finding THE POST useful to them. They read THE POST with one question uppermost: What item or article in this issue can be used by me to help me make sales?

"I want to tell you, Jones, that I am delighted with the experiment. The minds of my men have been stimulated. They are 'cashing in' on what they read. They relate certain items or articles to certain prospects, and they are approaching their customers with greater confidence, greater art, and with more persistency, born of a surer knowledge of how our product is worth the other man's consideration and purchase.

"My men are bringing in more business, and this offsets the increasing costs of going after business."

* * * *

A VERY suggestive conversation, is it not? The point of its reproduction here: If you think the idea put into operation by Brown (and Mutton who is paying for 50 subscriptions for men in his employ) is worth your consideration, then investigate THE POST for yourself. Instruct us to send THE POST to you that you may investigate it from the angle —What is there in this paper that my men can use to help them "get next" their prospects with a view to making more sales and in quicker time?

So we suggest to you that you sign the coupon below.

Just what does THE FINANCIAL POST aim to do? The answer is: It gives business men information about every important happening in every part of Canada as this happening relates to Business. It follows the various listed and unlisted securities, and gives each week clear and accurate and up-to-the-minute information about them. It tells about the movements and influences affecting such groups of investment interests as Iron and Steel, Textiles, Milling, Pulp and Paper, Transportation, and so on. It has numerous contributed articles of first-class interest and importance. It contains much personal matter—notes and sketches about men of influence or position in the public eye whose doings or sayings have relation to Business. Withal, THE POST is extremely readable. It is edited and prepared by trained journalists—the highest-priced staff of men on any publication in Canada. All this makes THE POST a "different" paper, and a good one. The subscription price is $3.00 (52 issues — Saturdays); or 4 months for one dollar.

The MacLean Publishing Company, Ltd.,
Dept. F.M. 143-153 University Avenue, Toronto.

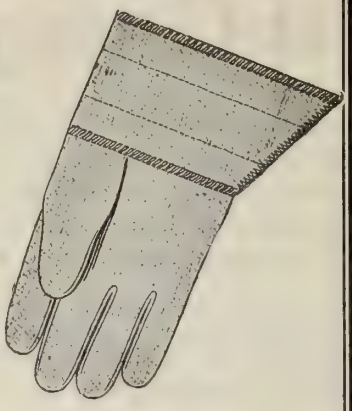
Send me/us THE FINANCIAL POST (weekly, every Saturday). Subscription price of $3 will be remitted on receipt of invoice in the usual way. Have it addressed to

.....

C.G. .....

Every Man In Your Town

is a good prospect when you display the comfortable, carefully made TAPATCO Glove line.



TAPATCO
REGISTERED TRADE MARK BRAND



Ask Your Jobber

TAPATCO Gloves are made in many styles and weights to meet the requirements of the many. See how well they'll sell in your store.

The American Pad and Textile Company
Chatham, Ontario

Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans.	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz.	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size. per doz.	1 85

W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, $4.45.
Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $4.25; 2s, $8.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.25.
Boneless Pig's Feet—½s, $2.90; 1s, 4.95; 2s, $9.25.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves—½s, $2.40; 1s, $4.45.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $3.95; 2s, $7.75.
Mince Collops—½s, $1.95; 1s, $3.70; 2s, $6.45.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.45; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $8.75; 6s, $26.
Irish Stew—1s, $3.45; 2s, $5.45.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.15; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.
Lunch Tongue—½s, $4; 1s, $8; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Mince Meat (Tins)—1s, $3.25; 2s, $4.95; 5s, $13.50.
Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Clark's Chateau Chicken or Tomato Soup, $1.65; Vermicelli-Tomato, $1.65.
Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle, Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, $1.25. No. 1, asorted case, $1.35; No. 2, assorted case, $1.35.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.
Lambs' Tongues—½s,
Chili Sauce (red and gold label)—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $1.95.
Ham and Veal Pates—½s, $1.95.
Smoked Geneva Sausage—½s, $2.85.
Pate DeFoie—¼s, 75c; ½s, $1.40.
Lunch Tongue in glass—1s, $9.95.
Ox Tongues in glass—1½s, $14; 2s, $17.
Brisket Beef in glass—1s, ...
Chicken Breasts in glass—½s, $9.95.
Sliced Smoked Beef in glass—¼s, $1.75; ½s, $2.75; 1s, $3.45.
Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c; ½s, $1.40.
Meats, assorted—¼s, 80c; ½s, $1.45.
Clark's Peanut Butter (glass jars)—¼s, $1.45; ½s, $1.95; 1s, $2.45.
Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.
Clark's Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s, $3.50.
Fluid Beef Cordial—20oz. bottle, $10; 10oz. bottle, $5.
English Plum Pudding—½s, $2.45.
Smoked Sausage, Vienna Style—½s, $2.85.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40

	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75

If any advertisement interests you, tear it out now and place with letters to be answered.



The Same Perfect Milling

The same up-to-date, expensive machinery, the same careful supervision, and the same rigid baking tests are given our new Purity Flour (Government Standard) as were given the old Purity Flour milled before the present Government regulations were put into force.

PURITY FLOUR

(GOVERNMENT STANDARD)

is a superior product milled from Western hard wheat —the best wheat in the world.

IMPORTANT! The recipes contained in the Purity Flour Cook Book are recommended for the successful use of the New Purity Flour (Government Standard).

Western Canada Flour Mills Co., Ltd.
Head Office - TORONTO

Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR &CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

When in need of

Wrapping Paper

Twines & Cordage

Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

If any advertisement interests you, tear it out now and place with letters to be answered.

Summer Weather Helps You Sell

KLIM
IN POWDER FORM

Summer is a time of opportunity to build a greater KLIM business that will stay with you all year round.
KLIM is pasteurized separated milk in powder form, and will not sour if kept dry. It is the ideal form of milk for summer use at home, in camp, summer resort, or on picnics and outings.
KLIM is so convenient, so clean, so easy to use, so safe and so economical that women who use it now for its many summer-time advantages will stick to KLIM for all time.
Push KLIM this summer and you'll enjoy increased sales next winter.
Ask your wholesale grocer to supply you.

CANADIAN MILK PRODUCTS LIMITED
10-12 St. Patrick St., TORONTO
10 Ste. Sophie Lane, Montreal
Also stocked by: W. H. Escott Co., Ltd., Winnipeg, Regina, Calgary, Edmonton and Kirkland & Rose, Vancouver

Purity TABLE SALT



for the Table or the Dairy

There is nothing better made. Our up-to-the-minute vacuum plant and our staff of highly skilled workmen guarantee Purity Salt the very acme of superiority for table or dairy purposes.

Show Purity Salt constantly.



THE WESTERN SALT CO. LIMITED
COURTRIGHT ONT.

$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay $1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.
153 UNIVERSITY AVENUE, TORONTO

MISSISSIPPI TOMATOES

are now arriving freely—4-basket carriers.

Watermelons and New Carolina Potatoes.

California and Messina Lemons.

Pineapples and Bananas.

Georgia Peaches and Fresh Jamaica Cocoanuts.

Florida Seedless Grapefruit — Our last car of season has just arrived—quality fine—sound condition.

ONTARIO GOVERNMENT Fresh Water Fish

Good supplies arriving for this week.
125,000 to 150,000 pounds from Lake Nipigon.
Good shipments from all other producing points.

The catch from Nipigon is running 75% Whitefish, the balance consisting principally of Trout, with good supplies of Sturgeon, Herring, Pickerel, Pike, Mullets, etc., coming along from other points.

As regards getting supplies—

The Ontario Government, Department of Game and Fisheries, Sales Branch, have asked the different Cities, Towns and Villages throughout the Province to appoint dealers to act as distributors. The Council may appoint as many dealers as they see fit, so that if your name is not already on the list, we would advise you to take the matter up with your Council and ask them to get in touch at once with the Department. We are only authorized to ship to the dealers who have been appointed as distributors.

If you have been appointed, send in your order—we are now in a position to take care of same.

Whitefish, Trout, Pickerel	11½c. lb.	Herring	8½c. lb.
Pike	9c. lb.	Mullets	5c. lb.
Sturgeon	20c. lb.		

These prices are for goods delivered to your station. You pay express charges and when remitting include express voucher as part payment.

SELLING PRICE TO CONSUMER

Whitefish, Trout, Pickerel	15c. lb.	Herring	11c. lb.
Pike	12c. lb.	Mullets	8c. lb.
Sturgeon	30c. lb.		

If fish are delivered or cleaned, dealer has option of adding 2c lb.

WHITE & COMPANY, LIMITED

Branch at Hamilton TORONTO

Strawberries Big sellers. Quality and condition very fine. Order freely. Fresh arrivals daily.

Tomatoes Mississippis now arriving (4-basket crates).

Oranges Sunkist Golden Orange Brand, California Late Valencias, quality very fine.

Grape Fruit California Seedless, in flat half boxes. Sizes 32s, 40s, 48s.

Lemons California, fresh arrivals this week. Sizes 270s, 300s, 360s.

And all other kinds Foreign and Domestic Fruits and Vegetables arriving daily.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 **Guelph, Ontario**

Extra Fancy Winesap Apples

CALIFORNIA LATE VALENCIA ORANGES—Best Brands.

California and Messina LEMONS

BANANAS

Strawberries, Pineapples

FLORIDA TOMATOES

Finest stock obtainable.

NEW CABBAGE

Carrots, Beets, Beans, Green Peas

Arriving at much lower prices.

TEXAS BERMUDA ONIONS

Well Cured, Dry Stock. Fine Quality.

New Maple Syrup and Sugar

Peanuts Candies Gum

FIGS and DATES

If it is to be had, we have it.
Send us your orders for prompt service.

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

"McCASKEY" ACCOUNT SYSTEMS



For Every Business.

Send for booklet—

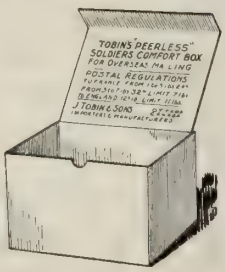
"A Credit Plan That Works."

McCASKEY SYSTEMS, LTD.

245 Carlaw Avenue

TORONTO

Tobin's "Peerless" Soldiers' Comfort Boxes



FOR OVERSEAS MAILING 7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.

J. TOBIN & SONS (Sons on Active Service)

Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

We always have a few carloads of

2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

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Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

BUSINESS FOR SALE

GOOD GENERAL STORE BUSINESS FOR sale in County Dufferin, Ont. Stock about $10,000. Good reasons for selling. For particulars apply to Box 308, Canadian Grocer, Toronto.

I OFFER A ($1,300.00) STORE AND DWELLING combined, located in Lambton County, at a good country point. Natural gas, Hydro, and city water are available. Will take ($500.00). I am not in the real estate business. Apply quickly to Wm. Culbert, Wyoming, Ont.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

AN EXPERIENCED SALESMAN WOULD LIKE high grade lines for Montreal and Province of Quebec. Replies to Box 404, Canadian Grocer, 128 Bleury St., Montreal.

A GENERAL STORE AND STOCK TO BUY OR rent in a thriving village or small town. Would consider a Grocery with a good trade. Send full particulars with lowest price. All replies strictly confidential. Apply Box 66, St. Chrysostome, Que.

SITUATIONS WANTED

GROCERY STORE MANAGER WITH FIFTEEN years' experience desires position in Ontario or Nova Scotia. Good window trimmer and card writer. Best references. Box 402, Canadian Grocer.

MISCELLANEOUS

GROCERS—INCREASE YOUR PROFITS SELLing Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories; Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Navel Oranges

Nova Scotia and Georgian Bay Brand

Apples

Tomatoes

Get in touch with us today

Lemon Bros.

Owen Sound

Ont.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
½-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

You Are Losing Money

Every day you let pass without rectifying those bad accounts in your books you are losing good hard cash.

Why not ask us to collect?

We are thoroughly qualified to collect anywhere. We are a large, well established organization with every facility for result getting.

Write and ask us for a sample of our Special Form.

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.
Established 1909.

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELL-KNOWN



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Baker's Cocoa and Chocolate



REGISTERED TRADE-MARK

MAKE AND KEEP GOOD CUSTOMERS

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws of all the States; are readily sold, giving a quick turnover of stock.

WALTER BAKER & CO. Limited
Montreal, Can. Dorchester, Mass.
Established 1780



PAPER BALERS

All-Steel
"Fireproof"
Made in 12 sizes.
Send for catalog.
Climax Baler Co.
Hamilton Ontario

Have you read page 63? It will interest you.

15 cents VOLPEEK

MENDS POTS & PANS



Tell your customers how easily they can repair leaky kitchen utensils with VOL-PEEK. They require no tools. VOL-PEEK can be applied with the fingers and the mended article will be ready for use as good as new—in two minutes or less.
VOL-PEEK is wanted in every home. Show it in your store and get a share of the demand. Put up in attractive display stands. Order from us direct or ask your wholesaler.

H. NAGLE & CO., Box 2024, Montreal



What Will You Do For Help?

FARM help is scarce, but this condition can be relieved to a marked degree by using machines that accomplish more work in a given time with less man power.

Why should the farmer cling to horses—a slow, expensive means of power—when every other business is adopting the truck and thereby reducing the cost of hauling, speeding up deliveries, and saving for human needs the food that the horses would otherwise consume?

The motor driven truck can work constantly at maximum load under the burning summer sun, or in the coldest weather. Unlike the horse it needs no rests while working, it eats only while in actual use, and when the day's work is done it requires very little attention, and leaves you free for other "Chores" about the place. Then, it can be housed in one-quarter the space of the horses, wagon and harness it replaces.

It is a mistaken idea that a truck is useful only for driving upon paved roads. The Ford can be driven all over the farm, and used for hauling grain, potatoes, fruit, roots, fertilizer, wood, stock, milk or any other product. The speed it travels, the time it saves, and its low upkeep cost appeal very strongly to all users of the Ford Truck. If you need help, order your Ford One Ton Truck today.

All prices subject to war tax charges, except trucks and chassis

Ford

THE UNIVERSAL CAR

One-Ton Truck	$750
Runabout - -	575
Touring - - -	595
Coupe - - -	770
Sedan - - -	970
Chassis - - -	535

F. O. B. Ford, Ont.

Ford Motor Company of Canada,

Limited

Ford - - Ontario

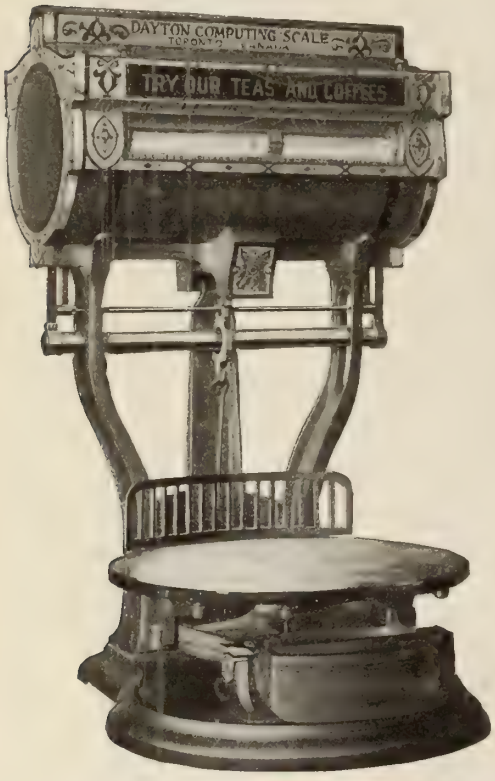
DAYTON

Automatic Scale

The modern scale of Justice



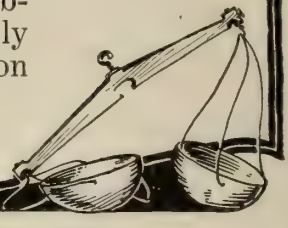
The Dayton—made in Canada.



The Square Deal Scale

Every grocer must now carry an enormously higher-value stock. Your profits, though, are not any greater. Certainly you must get every fraction of every cent that is coming to you on everything weighable in your store. Otherwise loss—maybe bankruptcy.

Here's the way to instantaneous weight and value—absolutely and infallibly correct — use a Dayton Automatic Scale.



Don't drift—the man who drifts, drowns.

Times are changing. Efficiency counts more than ever. Let machinery do your work wherever you can. Let the Dayton Scale give you absolutely, infallibly accurate, visible weight and visible value. Then you are sure of getting what's coming to you. We send our new circulars gladly on request.

Dayton Computing Scales

Royce and Campbell Avenues, Toronto, Ont.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, JUNE 14th, 1918 No. 24

Kkovah Health Salt

A teaspoonful in the morning makes life worth living—

Makes you fit—
Keeps you fit.



Sole Manufacturers and Proprietors:
Sutcliffe & Bingham (Canada) Ltd.,
Toronto.

STERLING MERIT!

QUALITY has placed Kkovah Health Salt right in the foreground. It's the highest quality and best value line you can offer your customers—one which will give satisfaction always thus enhancing your goodwill.

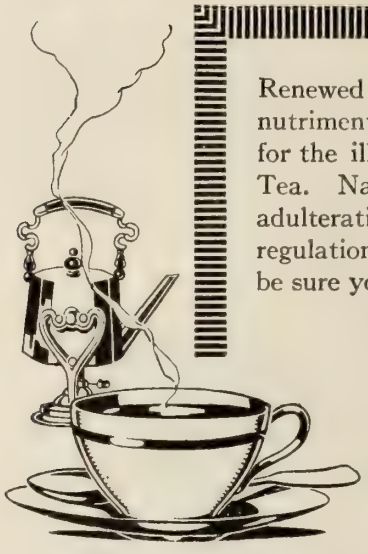
Give it its rightful place on your counter and in your window display—it's never dead stock—and it will sell itself. And don't forget it is

Made in Canada

Selling Agents:
Maclure & Langley, Ltd., Front St. East,
Toronto

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations.
Copy of report will be sent on request to anyone interested.

JAPAN TEA



Renewed vigor in the hour of fatigue, nutriment for the strong and health for the ill are in each cup of Japan Tea. Natural purity and absence of adulteration are Japanese Government regulations. Drink Japan Tea and be sure your tea is pure.

"Tea tempers the spirit, awakens thought and refreshes the body."

14

Treat your customers to something entirely superior by selling them the incomparably delicious Japan Tea—a tea produced and packed in the Flowery Kingdom, where tea adulteration is prohibited by a Government edict. The purity of Japan Tea is beyond question, its quality is beyond compare. Show it in your displays and recommend it to every tea lover. Our publicity campaign will keep your stock moving, and you'll find the margin worth while.

Borden's

ST. CHARLES BRAND

Evaporated Milk

"The Milk that Cuts the Cost of Cooking"

Reduces the kitchen expenses—since dishes that are appetizing and delicious are prepared at less cost, by using Borden's Evaporated Milk.

Grocers will earn the good-will of the users of milk products by suggesting "Borden's Evaporated Milk"—A product with Butter Fat contents in excess of that demanded by Government regulations for *Evaporated Milk*.

The first cost of "Borden's" may be a few cents per tin more than for ordinary canned milk, but it is more economical since it can be diluted as desired with one to three parts water to produce a suitable milk for general purposes. To support the sales efforts of dealers throughout Canada, we are offering



$2,500.00 Cash Prize Contest

Particulars of prize recipe contest will be mailed on request.

BORDEN MILK CO. Limited

MONTREAL

Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.





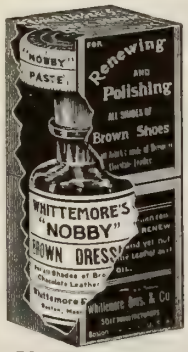
And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of PEERLESS OXBLOOD PASTE.



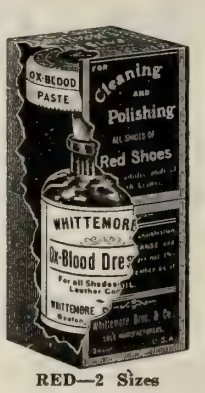
RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

CUT OUT THE LOSS

Mr. Grocer, you will soon be getting in your stock of the new pack of jam, etc. Do not run any risk of loss by leakers or any other cause. Do not lose a customer by keeping sloppy looking packages on your shelves.

Insist on having every glass jar of food products in your store sealed with an Anchor Cap.

Anchor Caps will not come off in transit, with the result that you receive your order in the same condition it left the factory.

Anchor Caps have a common-sense, business-like appearance that never fails to appeal to the thrifty buyer.

This is one good way to have satisfied customers and a profitable business.

Any information with regard to Anchor Caps will be cheerfully given.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road
TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

CLARK'S
PORK and BEANS



are still
to the
fore



The quality of material
The perfection of cooking
The delicacy of flavour

MAKE THEM EASILY
YOUR BEST SELLERS

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.



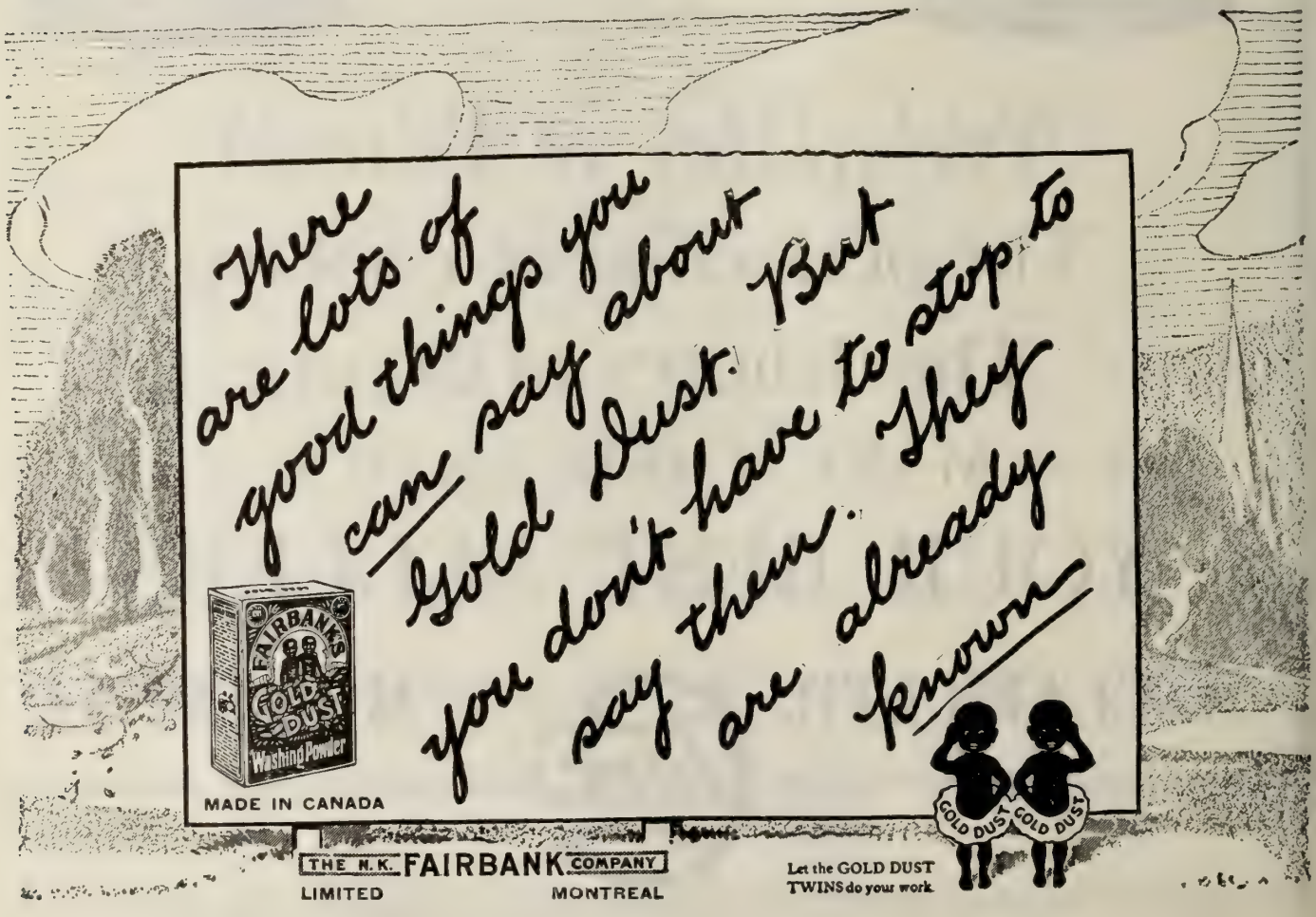
Get a-Package of Knox Gelatine Into Every Order!

Women know Knox Sparkling Gelatine is one of their best friends—absolutely pure, easy to prepare, inexpensive itself and a help in preparing dozens of economical desserts and other dishes. If you'll learn to look at every woman who enters your store as a prospective customer for Knox Gelatine, and *suggest* it to her, you'll be able to get it into nearly every order.

"Every Package Pays a Tidy Profit"

Charles B. Knox Gelatine Company, Inc. **Johnstown, N. Y.**

BRANCH FACTORY, MONTREAL, CANADA



Two Good Summer Lines

Royal Salad Dressing
and
Royal Mayonnaise

People who look for something better appreciate the incomparable good qualities of the Two Royals.

Quick repeats and good profits make daily displays advisable.

Replenish your stocks now.

HORTON-CATO MFG. CO.
WINDSOR, CANADA

Imperial Rice Milling Co., Ltd.
VANCOUVER, B.C.

MIKADO

We are offering the best value in Rice on the Canadian market to-day.

BLACKWOOD'S
Aerated Waters

THE Western people are rapidly finding out what excellent beverages our Aerated Waters are; they have found their way into ice boxes of thousands of homes.

They have a life and snap that is invigorating, and a purity that is a safe thirst quencher on a hot day.

Are good in any season, enjoyable at any hour.

All good grocers sell them by the case, or at Fountains, Clubs, and Cafes.

Blackwood's Limited
WINNIPEG

We always have a few carloads of
2's and 2½'s

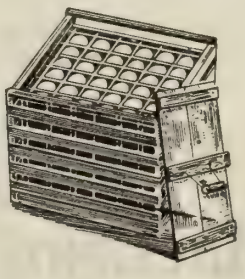
CANNING SHOOKS
ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

EGG CASE FILLERS and EXTRA FLATS

For 30 Doz. Egg Cases



And 12 Doz. Egg Crates

The 12 Dozen Crate

THE MILLER BROS. CO., LTD., 20-38 Dowd St. Montreal, Que.

"No, Sir, said Graydon"

GRAYDON is a hardware dealer. He said, "No, Sir," to a traveller who had asked five minutes of his time in which to demonstrate a new incubator that the M—— Mfg. Co. were putting on the market. "No, I don't know your firm," Mr. Graydon continued in a chilling tone that matched the winter weather without, "I have never heard of it before nor of your incubator, and I have no time just now to listen to you."

But the traveller persisted, asking, "How, then, am I to make the merits of our incubator known to you if you won't take time to hear my explanation?"

"Well, I'll answer that question, since you ask me," replied the dealer in a more genial tone. "Your firm should advertise your incubator in the trade paper that all we hardware men read every week, Hardware and Metal. They should keep on advertising it until we have had time to gain the main points about it and have become sufficiently interested to want to sell the line. Then you could call, talk prices, etc., and little time would be wasted. You know merchants nowadays, because of scarcity of clerk help, have very little time to give to travellers. You should get your firm to do its missionary work in advance through the trade papers. That's the way to save our time and yours, too."

This is what Ross of Lucan, wrote the manager of DRY GOODS REVIEW

J. M. Ross & Co., General Merchants, Lucan, Ont.—The fact that we have been subscribers for THE REVIEW for over ten years is sufficient evidence of our appreciation of its value to us.

Our staff takes advantage of many valuable suggestions appearing monthly.

We see advertisements of certain classes of merchandise that would escape our attention if it were not for THE REVIEW.

Our mail usually consists of 50 per cent. circulars and booklets that find their way to the baler without being read. Were they consolidated with all the interesting matter found in the columns of THE REVIEW, they would not only come under the observation of the retailers but the members of their staff as well and we are sure better results would be obtained.

$300-$1,200 a year to back up and prepare for traveller's calls, when worked down to lowest terms, becomes a very small sum.

Spending	To support the solicitation work of	Means in a year
$300	5 travellers	$60 per traveller or $5 a month
$600	10 "	$60 " " $5 "
$1,200	12 "	$100 " " $8.33 "

A traveller will make probably 125 calls in a month. So it works out about 4c-7c a call to support him. His actual call (salary and expenses) probably cost the firm on an average $2. That is to send a man out will cost, for his salary and expenses quite $10 a day. We suggest that, in McCurdy's case above, an extra $1 spent on making known his incubator and the firm making would have been well spent money.

Besides which one must take into consideration the result ful influence of advertising on firms travellers never call on and whose business must be courted by advertising.

To spend $300-$1,200 a year for an all-the-year-round campaign of page spaces in one or other of the following retailers' newspapers is cheap business insurance:

CANADIAN GROCER	(Weekly
HARDWARE AND METAL	(Weekly
DRY GOODS REVIEW	(Monthly
MEN'S WEAR REVIEW	(Monthly
BOOKSELLER AND STATIONER	(Monthly
SANITARY ENGINEER	(Semi-Monthly

Keep a page advertisement in the business paper your customer and wanted customer read. Your travellers will get business more easily, and the $10 or so a day it costs to keep them out will be getting you bigger orders.

Send for copies, etc., of the above-named retailers' newspapers. Find what firms are using them and how they are using them, and study the papers on their editorial side, observing their downright money value to retailers; addressing the publishers.

The MacLean Publishing Company, Limited

Toronto, Canada



There's real value for your customers in

KRACKLEY-NUT

and

LONG TOM POPCORN

Full value for the money, even at the slightly increased prices which the 100% advance in the price of corn and the higher cost of labor made absolutely imperative.

The advance is but trifling anyway. Krackley-Nut, the big "five center," goes to seven and eight cents (according to territory), and Long Tom from one to two cents. Compare this with the 100% price boost in other goods.

And remember—the quality of Krackley-Nut and Long Tom Popcorn has popularized them with everybody, young and old.

The nutritive properties of popcorn confectionery are well known, being equal to and greater in value than many varieties of food in daily use.

This fact, taken with the tasty deliciousness of popcorn, places "Krackley-Nut" and "Long Tom" in the front rank for food value.



Do not hesitate to recommend them to your customers.

Your wholesaler can supply you with Krackley-Nut and Long Tom. Order now and see how well they sell and the profits they give you.

O-Pee-Chee Gum Co.

Limited

LONDON CANADA

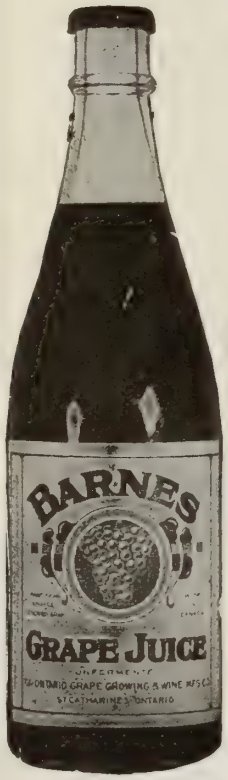
If any advertisement interests you, tear it out now and place with letters to be answered.

Bristol, Somerville & Co.

(Formerly Geo. E. Bristol & Co.) **Hamilton**

Buy Salmon. Stocks are getting down, much higher prices expected for new pack.

Bristol, Somerville & Co.



Summer Weather creates a big demand for

BARNES GRAPE JUICE

A Pure Concord Temperance Beverage of undoubted wholesomeness—a beverage that repeats regularly and gives the dealer a good profit.

The Ontario Grape Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO



Always Satisfactory

Good housewives know from experience that Wonderful Soap possesses every requisite quality that a thoroughly satisfactory household soap should possess.

And grocers selling it are well aware of its splendid profit-making qualities.

Another good seller—Crystal Soap Chips.

Guelph Soap Co.

Guelph, Ont.

BECAUSE Furnivall quality embodies all that the most particular housewife can demand in purity and deliciousness, these Canadian-made jams are growing more popular daily. Ask any of these agents to ship you a supply.

FURNIVALL-NEW, Limited

Hamilton, Canada

Furnivall's FINE FRUIT PURE JAM

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

ECONOMY

TARTARINE

is guaranteed equal to Cream of Tartar for all Baking Purposes and costs about one-fourth the price.



Tartarine sold by leading jobbers.

Litster Pure Food Co.
Limited
TORONTO



A 10c. Can for 5c. and premiums for Trade Marks

That is the selling proposition you get in Babbitt's Cleanser.

The Housewife knows Babbitt's. It only needs a little selling effort on your part to keep your stock moving briskly.

Babbitt's Cleanser is always reliable. That's the reason it repeats.

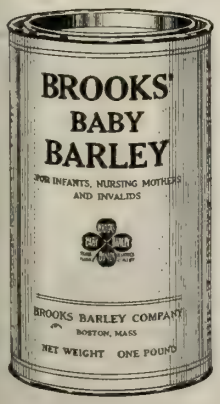
Wm. H. Dunn Limited, Montreal
General Representatives for Canada
DUNN-HORTOP, LIMITED, TORONTO
Special Agents

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

Three Sizes

½	lb.,	per	doz.	-	$ 2.30
1	"	"	"	-	3.80
3½	"	"	"	-	11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited
TORONTO

Made by BROOKS BARLEY CO., Boston, Mass.



The World's Best

Of all the pure foods made or sold in Canada, there is none that holds a higher place in the Grocer's esteem than

Windsor Table Salt

Made in Canada

It has been his standard of purity for years —and has always maintained its well-earned reputation as the "Canadian Salt without a fault."

THE CANADIAN SALT CO. LIMITED

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.

F. D. COCKBURN CO.
WINNIPEG

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.

Sell your product to the West through this House

Our long-established prestige is at your service. Our men are keen; they cover the Western field constantly. Nine of them do retail work exclusively. They'll get you quick results.

We will send you full particulars and any information at our disposal. Write to-day to

SCOTT-BATHGATE CO., LTD.
140 Notre Dame Ave. E., WINNIPEG



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WHOLESALE
GROCERY BROKERS

Manufacturers' Agents
Commission Merchants

. H. ESCOTT CO. Ltd., Winnipeg, Man.
. H. ESCOTT CO. Ltd., Regina, Sask.
. H. ESCOTT CO. Ltd., Saskatoon, Sask.
. H. ESCOTT CO. Ltd., Calgary, Alta.
. H. ESCOTT CO. Ltd., Edmonton, Alta.
.H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.

ad Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

Winnipeg Warehousing Co., Winnipeg

Prompt and Efficient SERVICE

Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.

WAREHOUSING
DISTRIBUTING
STORAGE

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.

Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

Warehouse Space To Rent

We have to rent in our Calgary warehouse two floors 50 x 110, and two floors in our Edmonton warehouse 50 x 120. These warehouses are located in the centre of the wholesale district, are of finest mill construction, and are equipped with two elevators. Lowest rate of insurance and good loading and trackage facilities. If you require warehouse space in Calgary or Edmonton, write our offices at these points.

DONALD H. BAIN Co.

Wholesale Commission Merchants and Brokers

WINNIPEG

Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Finest Sept. Paraffined Cheese on Spot
W. H. Millman & Sons
Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS



IT'S THE REAL MACKAY

MacKay's Pearl Barley Flour

Made - in - Canada. A "Barley Food" without a peer. A seller and a "repeater."

Just the thing for infants, invalids and old people. Gives a delightful flavor to soups and gravies.

Dealers should keep MacKay's well displayed and so link up with our widespread consumer advertising.

Your wholesaler has it.

Recommended by Dr. McGill, Ottawa, Dominion Medical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

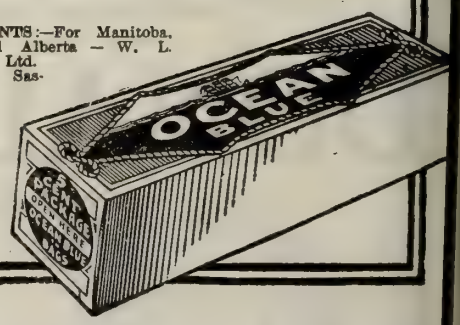
Your Window

is your best advertising medium, but it will not fully repay the time and thought spent on its arrangement if you omit from it the attractive packets of

OCEAN BLUE

Order from your Wholesaler.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta — W. L. Mackenzie & Co., Ltd. Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon —Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

J. R. GENEST
Wholesale Grain, Flour and Feed
SPECIAL—Pastry Flour
GROCERS SPECIALTIES
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal

More Marsh's

The quality of Marsh's Grape Juice is so excellent that customers come back for more after a first buy.

The Marsh Grape Juice Company
Niagara Falls, Ontario

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.



Fearless and Entertaining

This is the most momentous time in history, and you want your reading to keep you abreast of what is happening in the world. You want articles that are timely, vital, fearless. Here's what is offered in June MACLEAN'S:

Must the British Empire Cease to Exist? Must all nations, as separate nations, cease to exist? Read what is said on this subject by - - - - - - - - - - - **H. G. Wells**

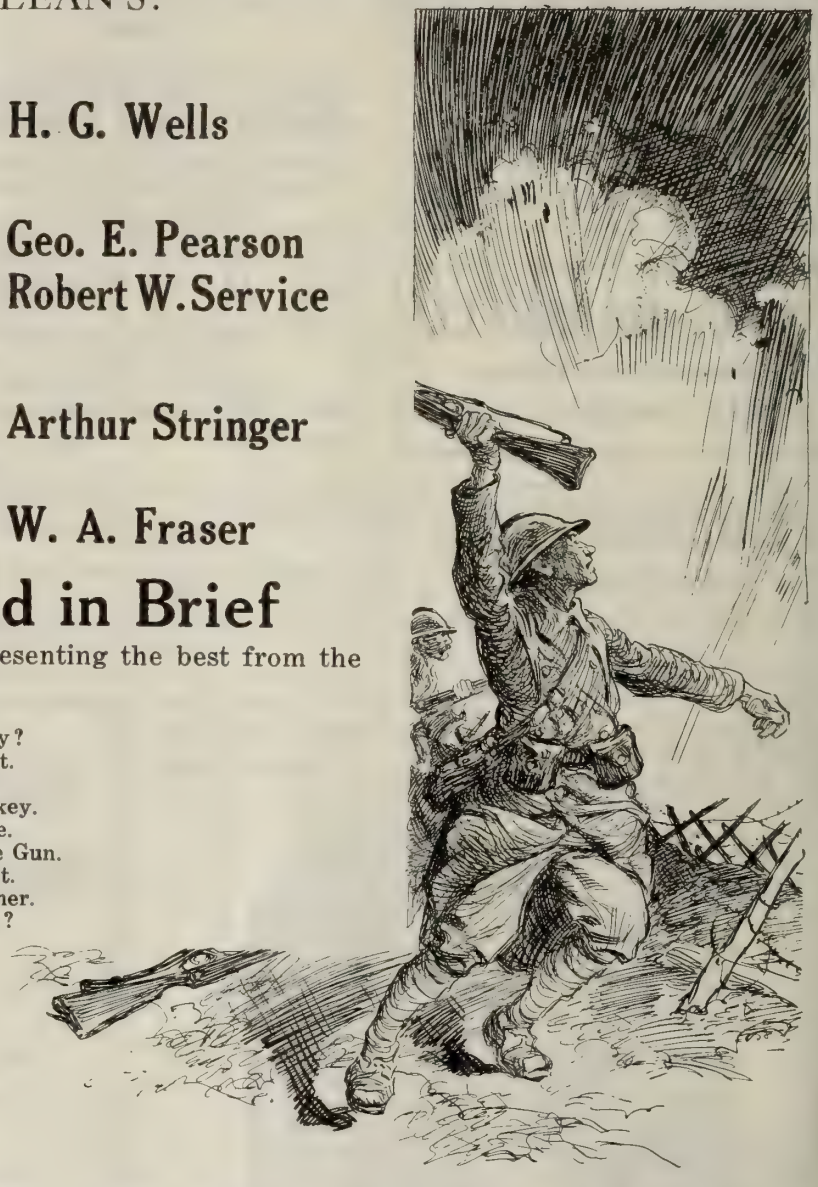
When a thousand guns play on a single trench, what happens in that trench? A powerful description by one who lived through it by - - - - - - - - - - **Geo. E. Pearson**

A soul-stirring ballad of the trenches by **Robert W. Service**

Galvanizing the Government at Ottawa. An article on the work of the Ginger Group.

A gripping mystery story by - - - **Arthur Stringer**

The Three Sapphires—A new serial story combining Hindu mystery and war intrigue by a great Canadian novelist. **W. A. Fraser**



News of the World in Brief

The following articles are reprinted as representing the best from the best magazines the world over:

Is This Germany's Plan?
Is Japan Seeking a New Ally?
How Allied Victory Was Lost.
Is Foch Another Napoleon?
How Germany Annexed Turkey.
The Death of General Maude.
That Mysterious Long Range Gun.
How Bolo Pasha Was Caught.
The World is Growing Warmer.
Super-Kaiser or Little Willie?

JUNE MACLEAN'S

"Canada's National Magazine"

At All News Stands - 20c.

Tea Import Prices

All import quotations for *Ceylon, Indian, Japan* and *China* Teas are from seven to twelve cents per pound higher than local prices on spot stocks.

We believe they will be even higher throughout the year.

The merchant who will purchase at present for requirements for the year, will have considerable advantage over his competitors.

What will you require? We have the stock.

KEARNEY BROS., LIMITED

TEA AND COFFEE MERCHANTS

33 ST. PETER ST. MONTREAL, QUE.

Do you need a good man?

Are you looking for a suitable partner, a wide-awake clerk, or an aggressive salesman?

Our Want Ad. Page is the most direct, the surest way to reach the man you want. The men who will read your ad. in the CANADIAN GROCER are men of ambition, keen-edged fellows—the very best class from which to select the man to fit in with your requirements.

And it only costs you two cents a word to talk to these men through a CANADIAN GROCER Want Ad. Just two cents a word to reach your man quickly!

Send along your ad. to-day. Forms close Tuesday each week. Rates: 2c word first insertion, 1c word each subsequent insertion; 5c extra for Box No. per insertion.

Send along your ad. to-day.

The Canadian Grocer
143-153 University Ave., Toronto



Fig. 241



BOWSER ESTABLISHED 1885

Oil and Gasoline Systems

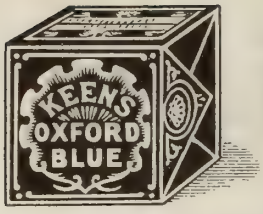
ADVERTISE your business day and night. While "the man of the house" is filling his car with gasoline, the women are buying provisions. Think it over.

Bowser is a feather in your nest. Systems made for any need to promote cleanliness, save oil and gasoline, time and labor. Always on the job.

Full information is awaiting your request. **Booklet CG-62.**

S. F. Bowser & Co., Inc.
Toronto, Ontario

If any advertisement interests you, tear it out now and place with letters to be answered.



KEEN'S OXFORD BLUE

—the blue that quality popularized

Mr. Grocer, you know Keen's Oxford Blue.

And your customers know it—everybody does. That's why Keen's is such a big seller.

The Summer Season is Laundry Blue Season.

Are you showing Keen's Oxford Blue?

MAGOR SON & COMPANY, LIMITED

191 St. Paul St. W., Montreal *Canadian Agents* 30 Church St., Toronto

METALS · CHEMICALS · GLASS
B&S·H Established 1790

DO NOT FAIL TO SECURE OUR QUOTATIONS ON

TARTARIC ACID CREAM OF TARTAR

CITRIC ACID GLYCERINE

BORAX BLUE VITRIOL

ACID PHOSPHATE

B.&S.H.THOMPSON
& COMPANY LIMITED
MONTREAL

Branches: TORONTO WINNIPEG NEW GLASGOW. N.S.

CANADIAN GROCER

Vol. XXXII. TORONTO, JUNE 14, 1918 No. 24

Important Changes in Restrictions

Almost Complete Reversal of Original Order Obtained—Only One or Two Items of First-class Importance to Fruit Trade Now Restricted—Other Food Commodities Not so Fortunate

THE drastic restrictions that were imposed upon the import of luxuries, with the idea of correcting the very adverse trading balance existing between Canada and the United States, have been modified in a most pronounced way as far as it affected the items of fruits and vegetables.

The embargo as it originally appeared in regard to these lines meant the practical limination of the wholesale fruit trade of Canada. The so-called luxury lines that were prohibited included a great many of the established staple lines of trade, the lines moreover that showed some profit to the wholesaler, which is something that cannot be said of all the lines handled. The original list of restrictions comprised the following:

> Fruits and Vegetables—Blackberries, gooseberries, raspberries, cherries, strawberries, cranberries, currants and grapes, peaches, plums, quinces, apricots, pears and nectarines, mangoes, plantains, pomegranates and pineapples. In the vegetables are sugar beets and fresh tomatoes.

This represented the bulk of the soft fruits from California, and tomatoes one of the most important items of the trade.

Strong Protest from West

From all directions came complaints at the drastic action. Especially was this the case from the prairie provinces. In the East, the productive Niagara district assures supplies of fruit during a certain limited season, but the West depends very largely for its supplies on the fruit from California and other southern states. The embargo as imposed practically shut off the supply of these softer fruits from about half of the population of the Dominion.

Fruits Not a Luxury

Moreover, while classed as luxuries, many of these fruits and vegetables have become so generally used that their prohibition would have been a severe blow to the schemes of conservation being fathered by the Canada Food Board.

The original order was unquestionably introduced without very profound consideration of the bearing of the question as regards to fruit. The fact that these fruits were grown in Canada seemed a good and sufficient reason why they should be prohibited from import. The framers of the regulation failed to realize, however, the limited nature of the Canadian fruit season, due to climatic conditions, and the order as originally framed would have meant that Canada would have been practically without fruit during nine months of the year. In order that some change might be made so that it would make it less serious, and would ensure the fruit men being permitted to continue business representative merchants from Montreal, Toronto and Ottawa, and representatives of Western firms waited upon the War Trade Board and presented their case.

A Complete Reversal

They were successful beyond their wildest dreams, a success that makes it only too manifest that the Board in question was but ill posted on the actual situation. The restrictions as they now appear are in the majority of instances very minor affairs. The list of prohibited fruits and vegetables is as follows:

> Blackberries, gooseberries, currants, cucumbers, watermelons, artichokes, shallots, green peas, romane, parsnips, salsify, pomegranates, quinces, nectarines, mangoes, egg plants, green peppers, Brussels sprouts, mushrooms, parsley, endives, beets, turnips, and asparagus.

This list may with one or two exceptions be truly characterized as luxuries. The only items appearing in it of real importance are cucumbers, which are imported in large quantities from Florida, Alabama, South Carolina and Maryland from April to July, and which represent a very sizable item of trade, and watermelons that are imported from Florida and Georgia from June to August. Asparagus is imported from California in fair quantities during the early months of the year. With these three exceptions however, the list is not one that will carry dismay to the heart of the average merchant. They are imported, it is true, but to satisfy a more or less exclusive trade only. Even the names may be strange to many grocers who have handled fruit for years.

Essential Fruits and Vegetables Not Prohibited

Moreover, this is as it should be. The fruits permitted entry are the fruits that have become a household word with people of all classes and that are an essential part of the business of the retail grocery and provision trade.

The lines that are now permitted to enter Canada as before the embargo was broached are as follows:

> Oranges, lemons, bananas, grape fruit, strawberries, pineapples, raspberries, peaches, pears, plums, grapes, cherries, cantaloupes, cranberries, cabbage, tomatoes, celery, cauliflower, beans, carrots, spinach, onions, potatoes and apples.

Loss in Duty Would Have Been Serious Item

When it is remembered that the average of these fruits bore a duty of 30 per cent., plus a war duty of 7½ per cent., that strawberries carry a duty of two cents a small box, that cantaloupes require a duty of 3 cents apiece or roughly about a dollar and a half a case, it is not difficult to see the revenue that the Government was throwing away in order to make a very small improvement in the balance of trade.

Most of the goods that were on order at the time the embargo was imposed will be available for the trade, as cars will be allowed to cross the line until June 16.

Other Lines Not So Fortunate

Other lines of interest to the grocer have not been so fortunate. There have been no changes as far as the restrictions on nuts are concerned. Nor has it been possible to get definite information as to what the practice in the matter will be. As confectioners were practically assured, however, at the time their supplies of sugar were curtailed that they would be permitted to get other necessary supplies to take their place, it is generally believed by handlers that they will be licensed to import supplies sufficient to meet this demand. Some im-



A view of the attractive interior of The Table Supply Co., corner of Jasper and 107th Street, Edmonton, Alta. The figures appearing in the picture are, on the left, F. Grody, who went to France some time ago and has been killed in action, and behind him James Black. On the right-hand side the first figure is John Black, proprietor of the store, and in the rear, Mr. Tait.

porters have already been notified that their applications for licenses have been approved, and have sent in records of goods that they already have on order. The same is the case in regard to peels. From this fact it is generally argued that there will be some supplies permitted entry, but handlers are quite prepared for the probable restriction of such imports to the requirements of the manufacturing industries, and do not anticipate that there will be any surplus for general distribution.

THE SALE OF ICE CREAM

Under New Regulations Promulgated by the Canada Food Board Sellers of Ice Cream Must Be Licensed

The Canada Food Board has recently given a pronouncement on the somewhat vexed question as to whether or no a grocer's license covered the privilege of selling ice cream in cones or otherwise.

Under this new ruling any merchant dealing in ice cream will be required to have a license so to do. This license must be secured by July 1 and is obtainable on application from the Canada Food Board License Division at Ottawa, of from any of the provincial branches of the Retail Merchants' Association.

The fees for this license are $2 for every $20,000 worth of business so that they do not represent a very serious item. The same ruling does not apply to cakes and pastry, as custom has decided that a small portion of this trade is an essential part of the retail grocer's business, and there is no intention on the part of the Canada Food Board to unnecessarily upset any of these established customs.

In the case of ice cream, however, there is the matter of the consumption of sugar and cream to be considered, and for this reason it was judged advisable to put this item under license.

POTATO PROSPECTS IN THE SOUTH

Canada Draws Large Supplies of Potatoes From the Eastern Shore of Maryland and Virginia in the Next Few Months

THE Canadian trade which secures heavy shipments of its potatoes during the next couple of months from the Eastern Shore of Virginia, U.S.A., will be interested in a brief account of crop conditions in this field. This is issued by the office of the Eastern Shore of Virginia Produce Exchange, Onesy, Accomac Co., Va., and reads in part as follows:

"Irish Cobbler" Potatoes—We estimate the total acreage on the Eastern Shore of Virginia to be about 45,000, which is only about 60 or 65 per cent. of last year's plantings. This reduced acreage has been made necessary by conditions brought on by the war—mainly the shortage of labor and the greatly increased cost of fertilizer.

For some weeks have been watching closely the progress of potato fields in order to give as nearly as possible an accurate forecast for the approaching season. Weather conditions have not been ideal, yet a large percentage of fields is looking thrifty and vigorous, and with favorable weather conditions from now on should have a good yield and excellent quality.

From present indications the car lot movement should begin around June 10 and regular supplies should be forthcoming from that date until some time in August.

While the output on the Eastern Shore this year will not be nearly as great as in former seasons, expect to market a larger percentage of this year's total than ever before.

Due to labor shortage, which will prevent the potatoes from being harvested with the usual celerity, do not expect any extremely heavy movements at any one or more periods during this shipping season, but instead a moderate movement throughout the entire season, which may cause shipments to be prolonged and continue later than usual.

Sweet Potatoes—Acreage in these will be slightly increased over last year, and, with favorable weather conditions, this district should market this season about 5,000 cars. Shipments should start around August 1 to August 10.

REGARDING THE SALE OF DRUGS IN GROCERY STORES

An Ontario subscriber to CANADIAN GROCER has forwarded a letter received from the Department of Trade and Commerce in response to an enquiry as to whether there is any restriction on the sale of aspirin in grocery stores. The letter reads as follows:

"I beg to state that a search has failed to disclose any Dominion statute by which there is a list of drugs which are prohibited from being dealt with by grocery stores.

"I communicated with the Inland Revenue Department and they can throw no light upon the matter at all.

"Possibly the trouble complained of is dealt with by some Provincial Act."

The Department of Trade and Commerce is of course correct as far as the strict letter of the communication is concerned. There is no act that directly forbids grocery stores from handling drugs.

There is, however, the Ontario Pharmacy Act that while not expressly stating that grocers may not handle such drugs, gives a long list of drugs that can only be sold by a registered pharmacist, and consequently does imply that these goods are not salable by any grocery store. There is also a Dominion Act dealing with the sale of opium and other drugs, that by implication rules out the grocer.

Analyzing the Luxury Embargo List

How the Estimated Saving of $70,000,000 is Made Up—Reason For the Ban Imposed and the Percentage of Canada's Total Trade

CANADIAN luxury imports—as the Federal Government defines luxuries or war-time essentials—during the war period are estimated to have reached a grand total approximating $70,000,000.

A compilation for CANADIAN GROCER for the fiscal years 1914-15, 1915-16, 1916-17, and for the ten months of 1917-18 ending February 1st last shows the imports of non-essentials which are included in the Government's first list of prohibited importations to have aggregated $65,546,000, as follows:

1914-15	$15,514,500
1915-16	13,644,800
1916-17	18,985,300
1917-18	17,401,400
	$65,546,000

The Government's edict barring purchases of non-essentials abroad may be separated under nine distinct heads. A summary of the extent of Canadian buying in these nine classes during the period of the war is given in table No. 1.

It will be immediately clear that while no striking impression has been made upon the total of Canada's foreign buying, the Government, however, has at least made a start. Further progress in pruning down Canada's luxury imports may be expected now that a starting point has been reached. In the calendar year 1917, for instance, Canada's imports reached a total of $1,005,134,000, so that the ratio of now prohibited importations is less than 2 per cent. of the total of Canada's foreign buying.

The banning of this buying abroad is designed to correct an unfavorable trade position, not in the total of Canada's foreign trade, for Canada now has a favorable world balance of $600,000,000 but in the United States, where the Canadian dollar has been at a discount because of an adverse trade balance of $300,000,000. Analysis of the goods now under the ban shows that at least 75 per cent. are obtained in the United States, and to that extent the prohibitory measure will be accepted in the spirit in which the Government has enacted it.

A more detailed idea of the scope and extent of the order-in-council is given in table No. 2, which illustrates the extent of Canadian buying in these classes in each year of the war period:

TABLE NUMBER 1.

	1914-15	1915-16	1916-17	1917-18
Sports	$1,743,200	$1,240,100	$1,439,800	$ 413,700
Fruits	4,012,200	3,566,100	4,939,300	5,763,300
Vegetables	449,700	418,200	530,100	545,000
[illegible]	1,157,000	945,600	1,040,500	647,600
Autos	3,527,400	4,820,600	7,891,300	7,261,400
[illegible]	1,163,000	792,000	852,000	971,600
Perfumery	593,700	553,600	669,900	657,800
Jewellery	1,458,800	1,158,800	1,442,500	971,200
Marole	407,400	149,600	179,900	169,600
	$15,514,500	$13,644,800	$18,985,300	$17,401,400

TABLE NUMBER 2.

Sporting Goods

Article—	1914-15	1915-16	1916-17	1917-18
Billiard tables, etc.	$ 30,700	$ 7,900	$ 3,200	$ 20,500
Pleasure boats, etc.	35,300	25,300	28,900	32,000
Cartridges, etc.	703,200	285,000	279,600	205,600
Powder	147,800	354,500	404,100	10,500
Sport bags, etc.	34,900	6,300	4,100	2,300
Skates	38,200	33,400	34,100	35,400
Guns, etc.	723,500	508,500	665,200	184,000
Fish rods	29,600	16,200	20,600	23,400
	$1,743,200	$1,240,100	$1,439,800	$ 413,700

Fruits and Nuts

Nuts	$1,721,600	$1,596,000	$2,328,600	$2,527,800
Berries	.....	7,000	5,000	4,000
Blackberries	589,100	428,500	542,100	674,000
Cherries	102,300	48,700	59,700	107,000
Cranberries	.....	92,000	135,000	101,100
Currants	.....	500	100	100
Grapes	317,200	327,900	440,500	440,000
Peaches	340,700	240,500	353,500	496,800
Pineapples	305,400	270,500	270,400	312,400
Plums	251,800	182,600	293,600	409,100
Quinces	384,100	271,900	510,800	691,000
	$4,012,200	$3,566,100	$4,939,300	$5,763,300

Vegetables

Fresh tomatoes	$ 449,700	$ 418,200	$ 491,100	$ 521,200
Sugar beets	.....	.....	39,000	24,000
	$ 449,700	$ 418,200	$ 530,100	$ 545,200

Sweets, Confections, Etc.

Preserved ginger	$ 20,800	$ 12,600	$ 40,000	$ 20,000
Jellies, etc.	402,100	208,600	150,400	27,400
Sugar candy, etc.	724,100	626,400	712,100	370,200
Lime juices (10 mos.)	.....	98,000	138,000	230,000
	$1,157,000	$ 945,600	$1,030,500	$ 647,600

Automobiles

Passenger (50% of to. imp.)	$2,444,300	$2,544,600	$4,291,300	$4,462,700
Auto parts (50%)	1,083,100	2,275,200	3,600,000	2,798,700
	$3,527,400	$4,820,800	$7,891,300	$7,261,400

Paintings

Paintings, etc.	$1,163,000	$ 792,000	$ 852,000	$ 971,600
	$1,163,000	$ 792,000	$ 852,000	$ 971,600

Perfumery

Perfumery, etc.	$ 593,800	$ 553,600	$ 669,900	$ 657,800
	$ 593,800	$ 553,600	$ 669,900	$ 657,800

Gold and Silver

Jewellery	$ 898,100	$ 689,600	$ 966,600	$ 711,700
Manufactures of	560,700	469,200	475,900	260,500
	$1,458,800	$1,158,800	$1,442,500	$ 971,200

Marble

Manufactures of	$ 407,400	$ 149,600	$ 179,900	$ 169,600
	$ 407,400	$ 149,600	$ 179,900	$ 169,600

A number of modifications have been made in the original order in regard to the varieties of fruit under embargo, so that some of the heaviest items in the above list are not now affected.

Assured a Fair Trading Profit on Fixed Price Articles

United States Adopts a Novel Policy in Licensing Certain Foods and in Protecting the Seller by Prohibiting the Selling of These Goods Below Cost

AN interesting development has taken place in the grocery trade of late in the action taken by the United States Food Control Department in licensing certain food products, and then protecting the seller by prohibiting the selling of these goods below cost. There has been no statement as to what constitutes a fair profit, but it is believed that this will include freight charges as well as the cost of the goods, and a fair percentage for overhead.

The Interstate Grocer, St. Louis, in commenting on the matter, has this to say regarding the methods to be adopted:

"While no action will be taken against dealers selling lower than the prices published as fair, yet when such prices "are distinctly below cost for the purpose of promoting trade," the perpetrators will be proceeded against.

"Moreover, the trade is permitted to charge a greater margin than those indicated, but the retailers must be prepared to justify such action as otherwise punitive action will follow. Instructions have been given to food administrators that the gross margins cannot be changed by local administrators until the Washington officials have been notified of such intentions.

"Leaders in the retail trade freely agree that the profits arranged are fair and provide sufficient margins for almost any retail grocer and they expressed themselves as fully satisfied. Especially is this true in the light of the fact that this policy is to be general all over the United States, and that the local administrators will not have the power to independently or arbitrarily change these margins of profits. Thus, the retail grocers of the country are assured of a reasonable profit.

While the administration does not give any reason for the margins which it has laid down, it is understood that the controlling factor that was given considerable attention is the fact that no speculative profits are permitted under the rules and regulations and that, therefore, it was necessary to provide for profits that would cover overhead expenses and leave a net. This is in line with the announced policy of the Food Administration that the trade was entitled to a reasonable margin of profit in order to keep business in a healthy state.

While no action will be taken against grocers selling at lower prices than the list announced by the respective city and county administrators that, nevertheless, where a retailer or anyone else offers or sells groceries that are distinctly below the cost for promoting trade that action will be taken against such stores.

In other words, this means that chain stores, mail order houses and other stores that offer goods at below cost such action will be considered a violation of the Food Administration rules and regulations.

The instructions to food administrators states that the range of profits means that the minimum is to be the maximum for the cash-and-carry stores and the maximum profits are to be the minimum for credit and delivery stores. This holds good unless, of course, either can prove that their overhead is higher and they are entitled to more than the specified margins. In other words, in the case of rice, on which the trade is allowed 20 to 25 per cent., the 20 per cent. is to be the maximum for a cash and carry store, while the 25 per cent. is the maximum for the credit and delivery stores. Either can sell below that percentage of profit provided the price is not 'below cost'."

FORECASTING THE CANADIAN CROP

There are always uncertainties in respect to the actual harvesting of the many crops, but a review of the present outlook will hardly be amiss and should give the trade some idea as to what may be expected under normal weather conditions from now forward.

Tomatoes—These are practically all set out, and the plants are looking fine. With favorable weather conditions there should be a large crop.

Corn—The seed is not good, and although weather conditions are considered favorable, the corn crop is not thought likely to be a heavy one.

Peas—Reports indicate these are now looking fine and weather conditions may be termed almost ideal.

Strawberries—The pack will, it is thought, be a small one.

Peaches—Growers advise that the crop will be not more than 50 per cent. A great many trees were winter-killed on account of severe weather conditions in winter. Niagara Peninsula is the only source of supply.

Pears—Only limited quantities of these are grown in Canada, never enough to provide a surplus. Should the import of fresh pears be cut off, the pack will be very small.

There is a heavy blossom of cherries and apples, and a big crop is looked for.

RESTRICTIONS ON IMPORT OF EXTRACTS WILL HELP CANADIAN MANUFACTURER

The recent order in council passed by the Dominion Government prohibiting, among other things, the import of flavoring extracts, custard and jelly powders, lime and fruit juices, will, it is thought, be a good thing for the Canadian manufacturer. Already some manufacturers are making arrangements to take care of greatly increased business, and now that sugar supplies are more plentiful, capacity production will once more be the order of the day.

There is a little uncertainty over the interpretation of the order as it applies to lime juice. If this refers to raw lime this trade will largely cease on absorption of present stocks. Lime is in heavy demand by the British Government for the use of the navy, and some question as to whether this will be released for Canadian domestic trade exists.

In some quarters it was intimated that Canadian manufacturers are already enjoying an increasing export business on extracts, custard powders, etc., shipments being made to Great Britain, Newfoundland and the British West Indies. The Maritime Provinces and British Columbia, which have been heavy importers of these lines from the United States, will have to depend altogether now on the Canadian manufacturer, and prospects generally are considered very promising.

TAPIOCA NOT UNDER EMBARGO

There has been an impression abroad that tapioca had been placed under embargo. In response to an enquiry on this matter the Canada Food Board states that there is no embargo on the product, nor are they contemplating placing an embargo on the importation of tapioca into Canada at the present time.

SAVING TIN IN ENGLAND

In the summer of 1917, owing to the shortage of tin plate, steps were taken to find a substitute for packing army jam. After experiment a cardboard container was evolved for the purpose and manufacture was commenced on a small scale in August.

The use of the container was gradually extended to other supplies than jam and manufacture developed till, at the present time, there is an output of more than 3,000,000 containers weekly.

The bulk of these are of 2-pound size, but a proportion are of 1-pound and 5-pound sizes, the three sizes being used as substitutes for tinned packages.

A further great saving of tin plate is anticipated by the use of a large cardboard box, of specially prepared material, for packing biscuits and dried vegetables, an order for 200,000 of which has been placed for experimental packing. The use of this box is expected to save at least 100 tons of steel for every 1,000 tons of biscuits packed.

HAWAIIAN SUGAR FOR B. C.

The United States Federal Sugar Administration, it has been announced, has arranged for the shipment of 25,000 tons of Hawaiian sugar to British Columbia refineries at Vancouver to meet the shortage of raw sugar brought about by lack of bottoms to transport the supply of the Fiji Islands as previously. The San Francisco price and freight rate will prevail.

Further Records of Half Holidays

Addition to List Published in Last Week's Issue Makes Record More Complete—Most Towns Adopt Weekly Closing

IN last week's issue there was published a record of many towns and cities in the different provinces of the Dominion which have adopted a half-holiday closing or closed during the evenings. The accompanying list makes the array more complete. The list is published with the idea of assisting travellers and other business visitors to make the best possible use of their time in these days of curtailed train service.

ALBERTA

EDMONTON—Stores close Wednesday afternoon, and every evening except Saturday.

VERMILION—Wednesday afternoon at 1 o'clock, June, July and August.

SASKATCHEWAN

WEYBURN—No half-holiday. Stores close every evening except Saturday at 6 p.m.

MELFORT—No half holiday. Stores close at 6 p.m., except Saturday.

MANITOBA

SELKIRK—No half holiday. Stores close every evening except Saturday.

ONTARIO

BEAMSVILLE—No agreement re half-day closing yet. Stores close nightly except Wednesday and Saturdays.

BOWMANVILLE—Stores close Wednesday 12.30, June, July, August and September, and every evening except Saturday.

BRACEBRIDGE—Stores close Thursday 1 p.m., June, July and August, and evenings except Saturday.

BRIGHTON—Stores close Wednesday noon, June, July and August, and every evening except Thursdays and Saturdays.

BRUCE MINES—Stores close Wednesday, May to September inclusive, and on Monday, Wednesday and Friday evenings.

BLIND RIVER—Stores close Thursday 12.30, May 30 to Sept. 15, and every evening except Wednesday and Saturday.

BROCKVILLE—Stores close Wednesday afternoon, June, July and August, and every evening except Saturday.

CALEDONIA—Stores close Thursday 12.30, June, July, August and September.

CHATHAM—Stores close Thursday 12.30, June to September, and every evening except Saturday.

CHELMSFORD—No half-holiday. Stores close Tuesdays, Thursdays and Fridays.

CORNWALL—No half-holiday.—Stores close Mondays, Wednesdays and Friday evenings.

CLINTON—No half-holiday. Stores close every evening except Saturday.

DRESDEN—No half-holiday. Stores close Monday, Wednesday and Friday.

EGANVILLE—No half-holiday. Stores close nightly except Saturday during July and August.

ESSEX—Stores close Thursday 12.30, May to September inclusive, and Tuesday, Thursday and Friday evenings.

HESPELER—Stores close Wednesday from May to September inclusive, and every evening except Fridays and Saturdays.

HIGHGATE—Stores close Wednesday noon, May to September, and on Monday, Wednesday and Friday evenings.

LISTOWEL—No half-holidays. Stores close every evening except Saturdays.

MOORE—Stores close Thursday noon and on Monday, Wednesday and Friday evenings.

MARMORA—Stores close Wednesday noon, July and August, and Monday, Wednesday and Friday evenings.

MOUNT FOREST—No half-holiday. Stores close every evening but Wednesday and Saturday.

NIAGARA FALLS—Stores close Wednesday noon in the south end of the city during June, July and August, in centre and north end during July and August only, every evening but Saturday.

PRESCOTT—Stores close Wednesday noon and every evening except Saturday.

OTTAWA—No half-holiday. Stores close every evening except Saturday.

PRESCOTT—Stores close Wednesday noon, June, July, and August, and every evening except Saturdays.

RENFREW—No half-holidays. Stores close every evening except Saturday.

SIMCOE—Stores close Thursday noon, June, July and August, and every evening except Saturday.

SOUTHAMPTON—No half-holiday. Stores close every evening except Saturday.

TORONTO—Wednesday afternoon.

THESSALON—Stores close Wednesday noon, June, July and August, and September, and evenings except Saturday.

TRENTON—Stores close Wednesdays 12.30, and evenings except Saturday.

TOTTENHAM—No half-holiday. Stores close Mondays, Wednesdays and Fridays.

TWEED—Stores close Wednesday 12.30, June, July and August, and Monday, Wednesday and Friday evenings.

VANKLEEK HILL—No half-holiday. Stores close Mondays, Wednesdays and Fridays.

VERNER—No half-holiday. Open every evening.

WATERLOO—Stores close Wednesday 12.30 p.m., June, July and August, and evenings except Saturday.

WEBBWOOD—Stores close Thursday afternoon, July, August, and September, and evenings except Saturday.

WOODSTOCK—Stores close Wednesday afternoon, June, July and August, and evenings except Saturday.

WINGHAM—Stores close Wednesday 12.30 p.m., and every evening except Saturday.

QUEBEC

COWANSVILLE—No half holiday. Stores close Tuesday, Wednesday and Thursday evenings.

FIXED PRICES ON TOBACCO POSSIBLE

General Impression in United States That Price Fixing and Rationing Is Imminent

The impression is growing in the tobacco trade of the United States that it is only a matter of time till there will be a rationing of tobacco supplies and a set price established.

The reason for this is the decrease in production and the largely increased demand.

Joseph F. Cullman, Jr., an accepted authority on the matter, presiding at a recent gathering of the Leaf Tobacco Convention, outlined the situation as follows:

"If the situation becomes more serious than it is in France regarding the supply of tobacco, there is no doubt that the Government will ration the supply. As an instance of the Government's attitude may be mentioned the fact that some factories have already been requisitioned, which points to a precedent.

Crop Lighter Than Former Years

"Owing to hail and frost last season, there was a material decrease in domestic production, which seriously cut the normal production and brought about a shortage of domestic cigar leaf.

"The shipping situation aggravated the import of the wrapper supply, plus the fact that the tremendous consumption of tobacco in Europe has tended to add to the trouble.

"The Dutch Government requisitioned the other day at a very high price all the wrapper tobacco lying in Holland, with Sumatra, at about $4.48 per half Dutch kilo (about one pound), to keep the home manufacturers supplied. This is about 100 per cent. higher than normal.

Cigar Wrapper Will Be Available

"Some New York firms have secured a license for 33,000 bales of Sumatra and Java tobacco. This is to be distributed among American cigar manufacturers on a commission basis. All the larger factories have made contracts for this tobacco, and the smaller factories will be taken care of on the same basis. The tobacco is leaving the islands now. It will ensure a year's supply of about three billion cigars. The total production of large cigars is about eight billions, of which from three to three and a quarter billions are cigars formerly sold at five cents or less, of the stogie class."

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - - Vice-president
H. V. TYRRELL - - - - - General Manager

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EDITORIAL BRIEFS

PRICE-FIXING is coming, states a despatch from Ottawa, to guard against Canadian dealers taking advantage created by the recent embargo. Fixed prices are a very dangerous thing to handle, practically every authority is agreed on that point including Canada's past and present food controller. It is very doubtful if any such policy will be considered.

* * *

YOU can't have your soap and eat it. That is the sorrowful situation that is facing the people of the British Isles. The scarcity of butter has so increased the demand for margarine, and many of the vegetable oils formerly used for soap are being diverted for the manufacture of that product; it may not be an attractive thought but speaking practically there is no question that people can more easily do without soap than without food.

* * *

TO JUDGE from the persistent prominence that the newspapers are giving to the reports of the quantities of food destroyed at the city incinerators, they must keep a reporter constantly on the spot. If they would send that reporter around to the establishments that they criticize they would begin to realize that in handling perishable products there is such a thing as unpreventable waste, and might possibly forget all that foolish raving about wholesalers destroying goods to maintain prices.

* * *

IN THE United States commerce reports appears this interesting item:

"The total value of the declared exports from the Halifax consular district to the United States for the quarter ended March 31, 1918, was $1,624,118 as compared with $513,690 for the corresponding period of the previous year."

Lumber was the big item in this budget but not the only one. Halifax has faced her sorrows bravely, and everyone unites in hoping that her material prosperity may continue to increase.

A WORD TO THE GROCERY MERCHANT

THE live merchant everywhere wants a clerk who is worth more money. Not merely the clerk who wants more, but the one who is actually building business. Cheap and poor assistance is always expensive, and the better the salary you are able to pay the clerk, the better will be his service to you.

We are asking therefore that the merchant look over the clerks' contest, the details of which appear on another page of this issue, and urging that he should suggest to some one of his clerks the advisability of entering this contest. That is serving the clerk's interest, but in so doing it is also serving the interests of the store.

OF INTEREST TO THE CLERKS

ON another page of this issue there is given the particulars of a competition for clerks. It is a competition in which every clerk should be interested, and it is hoped that there will be many more entries in this contest before the final closing date. Where the clerk does not wish his name to appear in the matter, it will be withheld at his request, but the real name of the contestant must accompany each entry.

This contest is started with the sole reason of demonstrating the value of the clerk as a factor in salesmanship. No one is more interested than he in establishing this point. That way lies advancement.

We would like to see a representative of every town in this contest. It is worth your while to think of this *now*.

ON LOOKING BEFORE YOU LEAP

AFTER a good deal of disturbance in fruit trading circles, the very drastic prohibitions lodged against the trade, were rescinded and some very modest restrictions imposed. Everyone is glad that it was possible to convince the War Trade Board that these restrictions were not in the interests of the people as a whole. It is unfortunate, however, that so often in the past agencies of the Government have imposed these drastic regulations and then have found that they have had to be revoked. It would take no more time to make the investigations before the imposition of these orders than after, and certainly it would avoid a world of confusion and annoyance.

Current Events in Photograph--No. 24

SCREENING THE SEADOGS

Nowhere has the art of Camouflage been more successfully used than in the spectacular attack on the U-Boat bases of Zeebrugge and Ostend. Under a screen of smoke the ships of the fleet were enabled to get close enough to bottle up the U-Boats. This photograph was taken on board the Iris, one of the covering ships used in the Zeebrugge raid. One of the officers is turning on the tap to release the smoke that made a screen like a mist between the attacking ships of the fleet and the land batteries.



REMEMBER THE WAR TAX STAMPS

Failure to Put Stamps on Patent Medicines and on Some Toilet Preparations Renders the Dealer Liable to a Heavy Fine—Ontario Merchants Suffer From This Cause

Again it might be wise to call the attention of the trade to the necessity of seeing that patent medicines sold by them carry the requisite stamp tax demanded by the War Revenue Act. This is a matter that some merchants are prone to overlook but overlooking it is an infringement of the law, and as such often results in disagreeable consequences. Recently three merchants of Loring, Ont., were hauled before a magistrate and each fined $50 and costs. The failure to use these stamps is often a failure on the part of some inexperienced clerk. That is not an extenuation, however, as in cases such as this the merchant is held responsible for the acts of his clerk.

It will pay merchants, therefore, to be very careful on this point, and to see to it that their clerks are thoroughly instructed on the articles that require tax stamps.

CARBONATE OF AMMONIA AVAILABLE

The Canada Food Board has made arrangements with the United States War Trade Board by which a limited quantity of carbonate of ammonia has been allotted to the Canadian trade. The allocation will be made by the Canada Food Board, and the latter will issue import permits. These permits must be attached to the applications of United States shippers to the War Trade Board at Washington.

PRUNE CROP ESTIMATES LARGELY REDUCED

Reports from the Pacific Coast show conditions very unfavorable in regard to the growing prune crop. Advices from Santa Clara county stated that hot winds prevail which would likely prevent the development of the fruit because of the lack of sufficient moisture, it being reported officially that there was a lack of six inches in the normal rainfall of the spring. Estimates of the growing crop have been reduced as low as 125,000,000 pounds as against 210,000,000 pounds last season.

PROHIBIT EXPORT OF GRAINS EXCEPT UNDER LICENSE

The Customs Department has just issued a notice announcing a prohibition against the export of certain grains except under license. The notice reads as follows:

"In special cases where licenses are permitted for the export of the products marked (D) to the United Kingdom or other British country or to countries in alliance with the British Empire, the licenses may be issued by Collectors of Customs when approved by the Canada Food Board, Ottawa, except in respect of wheat, barley, oats, rye, buckwheat, flax, peas and beans, the export of which is subject to the approval of the Board of Grain Supervisors, Winnipeg, of which Dr. Robert McGill is chairman, and A. R. McDonald is secretary.

MOVING PICTURES FOR THE MERCHANT

On June 24 there will be presented in the hall of the Retail Merchants' Association, 2 College street, Toronto, a moving picture play entitled, "The Troubles of a Merchant and How to Stop Them." The film is produced by the Essanay Company and is given in connection with a lecture by a representative of the National Cash Register Co. to foster a better business system among merchants. In addition to the moving picture entertainment, stereopticon views will be shown, demonstrating the causes of retail failure, and giving hints in store organization, newspaper advertising, window display, clerks' efficiency, selling methods, credit business, the delivery problem, and systems in retail business.

The lecture will be under the auspices of the Retail Merchants' Association, and the association wants to make it plain that every clerk, both male and female, is invited. W. F. Brennan of the Lecture Bureau of the National Cash Register Company, is in Toronto at the present time making full arrangements.

SPAIN HAS AN ENORMOUS OLIVE OIL SURPLUS

In 1915 the culture of the olive tree in Spain covered 3,705 805 acres. This did not include the newly planted groves, free from taxation and increasing enormously every year.

According to official statistics the production of olive oil is figured at about 18½ gallons per acre, making a total yearly crop of 237,113,920 kilos or 68,728,672 gallons of olive oil.

It is expected that the 1917-18 crop will yield at least 95,362,320 gallons of edible olive oil. Deducting therefrom the domestic consumption there will be left about 40,281,000 gallons available for export. If it were possible to get at the stocks carried over from last year's crop it would be found that the quantity of Spanish olive oil available for export is really over 60 million gallons.

Salesmen Show Your Mettle!

IS the clerk a real salesman? Does he merely hand goods across the counter or does he actually make sales?

We are asking the salesmen and salesladies behind the counter to answer these questions from their own experience.

Here is a contest in which we are anxious that every clerk shall join.

What is the selling power of the clerk?

In this contest literary merit counts not at all. We don't care in what form your answer comes. The prizes will be awarded on the value of the idea and how it actually sold goods. The idea may be a window display, a sales talk, an idea of following up former sales, anything in fact that produced results in sales.

For the best answer to this question, based on definite experience, CANADIAN GROCER *offers a prize of* $10. *For the second best answer a prize of* $5. *That no clerk may think that this is wasted effort, we will pay* $1 *for every reply that we are able to use in our news pages.*

Tell How You Made a Success of Selling Some Line of Goods

The only conditions of the contest are these:

1.—That the contestant shall refer to sale of some definite line of goods.
2.—That these goods shall have been sold at regular and not cut prices.
3.—That there shall be stated the amount or value, or both, of goods sold within a certain specified time.

CANADIAN GROCER believes that every retail salesman has used ideas to sell goods that have been real winners. Tell us about these ideas.

The contest closes June 22, 1918, and the winners, with their experiences, will be announced in the June 29 issue—an issue that will feature articles of special interest to the salesman behind the counter.

$10.00 for First Prize

Coming into this contest, giving your story of the best selling experience you have ever had, will make you even a better salesman. Tell in your own words what sales talk you used to create the demand for the line of goods you select. State what quantity was sold in a definite time, such as a day, a week, a fortnight, etc.

Everybody come in!

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

J. H. Dyer, Elmsville, N.B., is dead.

James Stephenson, of James Stephenson & Son, St. John, N.B., has died.

In the fire that visited Port Hawkesbury, N.S., on May 26, the residences of three of the grocers and general merchants were destroyed. The sufferers were A. C. Chisholm, John D. McPherson, and Andrew Strong.

Quebec

J. Dedard and Sons, Richmond, Que., have dissolved partnership.

E. Holstein, Fort Coulonge, Que., has disposed of the Campbells Bay branch.

T. W. C. Bynns, manager of the fish department of the Matthews-Blackwell Co., Ottawa, was in Montreal this week.

G. C. Oakely, representing the Savoy Candy Co. of Toronto, was a caller this week at the Montreal office of CANADIAN GROCER.

H. P. Cowan, sales manager for the Cowan Co., Toronto, is a visitor this week to the Montreal office of his company.

Solamon and LaGrange, general store, of Kingsbury, Que., have dissolved partnership.

C. Ritz, manager of the Eastern Canada office here for Robin Hood Mills, was a visitor to Toronto for a few days this week.

M. Hastey, Kazubazua, Que., has sold out his business. His stock has been taken over by W. A. Kenny & Co., of the same place.

For selling cigarettes to minors, quite a number of dealers were made to appear before the court here. The tune of each fine was fixed at $10 and was coupled with a warning that this would be larger on a repeated offence.

The food controller is searching out those who defy the law. Several restaurateurs faced the charge of selling more sugar than was permissible, and nearly twenty of these men were fined from $3 to $10 and given the warning that heavier penalties would follow if the offence were repeated.

Several members of the fish committee witnessed the running of some films last week as collected during a recent trip to the Pacific Coast by Capt. F. W. Wallace. These, CANADIAN GROCER was informed, are very interesting and educative and they will be shown throughout Canada on the screens of the various theatres to promote consumer interest in fish as a food.

Geo. A. Macdonald, sales manager of the Quaker Oats Co., Peterboro, D. H. Gross, sales manager of the Boston office, and Frank H. Cutting, Quaker Oats Co's feed expert, were in Montreal last week. They had come, partly, that a visit might be paid to the Ormstown fair, and this was done in company with the Montreal representative, J. E. Pollard. Mr. Cutting is not only a lover of pure-bred stock, but after returning from the Ormstown show he stated that there was no stock in the New England states which would compare with some of that seen on his visit here. It speaks well for the district where these fairs have become popular each season.

Ontario

Geo. Keys, London, has sold out.

A. T. Reeve, Markham, has sold out.

A. W. Jenkins, Hamilton, is selling out.

G. A. Bowman, of Conestogo, is dead.

Carter & Sons, Fort Francis, have sold to W. Hibbert.

Peter Kearns, grocer, of Barrie, is dead.

W. Poranski & Co., have opened a branch at Kenora.

C. E. Bullock, Fort William, was burnt out recently, the loss was partially covered by insurance.

R. M. Jones, Mount Dennis, has purchased the stock of W. W. Cook.

F. S. Harrison, of Smith's Falls, is discontinuing his branch store at Morton.

Bowron Bros., of Hamilton, Ont., have changed their name to Bowron Bros., Ltd. They are manufacturers of Sure-Whip and Toro Tablets.

The Roy Elevator & Milling Co., Fort William, has just erected a new flour mill. The mill is at present in operation.

W. Brindley Davies, manager, Thomas J. Lipton, teas, Toronto, left last week on a trip through to the Pacific Coast in the interests of his firm. Mr. Davies expects to be away until about July 1.

Frank Hillocks, a lifelong resident of Toronto, and for many years a prominent merchant of the city, died on Tuesday in his 77th year. He was the father of John Hillock of John Hillock & Co., refrigerator manufacturers.

The Canadian Bee Supply & Honey Company has been formed to take over the business of the Root Canadian House, and to carry on a business in bee supplies, and dealers in bees, honey and maple syrup and all products and by-products. The company is capitalized at $40,000, and the head office is in Toronto.

Milton Balcomb Hibbard died recently at Hamilton. He was born in the village of Ridgeway, and lived there for the greater part of his life. Before removing to Hamilton some eight years ago, the late Mr. Hibbard was associated in business in Ridgeway with N. H. Hibbard, his brother for a number of years. At Hamilton he conducted a successful and steadily-growing grocery business at the corner of Main and Locke streets.

The Wentworth Orchard Co., Hamilton, are going in this year for the manufacture of pickles and sauces.

B. H. Bramble, formerly with the Goodyear Tire Co., has been appointed sales and advertising manager of the Canadian Chewing Gum Co., Toronto.

Thomas A. Lawlor, Singhampton, Ont., is announcing the fact that in future he will close his store Mondays, Wednesdays and Fridays at 7 p.m., and Tuesdays and Thursdays at 9 p.m.

J. K. R. Williams, vice-president and general manager of R. H. Williams & Sons, Ltd., department store, Regina, was in Toronto during the week. He is also visiting Montreal and other eastern points.

C. H. Doerr & Co., biscuit and candy manufacturers, Kitchener, are building an addition to their present plant; the addition is a three-storey brick building, 40 by 75 feet.

F. S. Harrison, Smith's Falls, is closing his general store at Morton. This store was in charge of a manager, who has just been called to the service of the Empire, and consequently Mr. Harrison has had to close up the business. He will move the stock to Smith's Falls.

R. J. Edwards, the Queen street, Toronto, grocer, whose horse was killed recently after crashing through his plate glass windows, has been presented with another horse to replace his loss by the business men of the neighborhood as a token of their esteem.

Western

E. B. Cryderman, Colfax, Sask, has sold out.

G. R. McLaren, Edmonton, Alta., has sold out.

John Foraman, general store, Scandinavia, Man., has died.

W. J. Harris, general store, Herbert, Sask., has sold his stock.

J. Jaffe, grocer, Winnipeg, has been succeeded by Jaffe & Wiseman.

A. Ruf, Ribstone, Alta., has been succeeded by the Ribstone Trading Co.

The Farmers' Store, Willow Brook, Sask., has commenced business.

J. C. McFarland, Edmonton, Alta., has been succeeded by H. L. Williams.

Bokevsky Bros., general store, Theodore, Sask., has been succeeded by S. Cohen.

P. H. Boulet, general store, Dunrea, Man., has discontinued business, having joined the colors.

Mr. Richards, the Granum Trading Company, Granum, Alta., has disposed of his business to N. Holmes of Claresholm, Alta., who was formerly in business at Nanton, Alta. Mr. Richards has gone to his ranch in the foothills.

H. Fontain, Richer, Man., has been succeeded by T. Marcoux.

F. J. Mesener, general store, Holmfield, Man., suffered loss by fire.

Joseph Ward, Estevan, Sask., is selling to the Leader Store, Ltd.

J. B. Garand, Stortheaks, Sask., has sold his business to Mrs. I. Peters.

The Esk Trading Company, Esk, Sask., has sold to Mirocknik and Wolfman.

The Bellevue Mercantile Company, Bellevue, Alberta, have sold their stock.

There has been a change in the partnership of Parks and Silverman, Tiny, Sask.

A. H. Collins, president of the general store of Galloway Bros., Gladstone, Man., died recently.

Andrew Lachapelle, general store, La Broquerie, Man., has been succeeded by C. L. Degagnier.

A. Henteloff, general store, St. Anne, Man., has been succeeded by the Ste. Anne Trading Company.

R. G. Gilliland and Haff and Jukes suffered loss in a fire that visited Carrievale, Sask., recently. The loss is partially covered by insurance.

PRESTON, ONT,. MERCHANT DIES SUDDENLY

John C. Schlueter, Preston, Died Recently From a Paralytic Stroke

Mr. Schlueter was the second son of the late W. C. Schlueter, one of Preston's best known pioneers. He had been a resident of the United States most of his life, having gone from his home town when a lad of about 15 years to Louisville, Ky., where he learned the hardware business, and for many years he represented many prominent wholesale houses on the road. He continued on the road until about a year ago when he returned to Preston to take the place of his brother Emil, who died about a year ago. In his brief business career in Preston he made for himself an enviable business reputation and a host of friends.

QUAKER OATS CO. ENLARGES SASKATOON PLANT

The Quaker Oats Company are making some changes in their mills at Saskatoon. In addition to mechanical improvements there will be a new grain dryer having a capacity of 1,000 bushels per hour and a new grain store to hold 250,000 bushels which when finished will cost between $150,000 and $200,000.

ROSSER, MAN.. MERCHANT SUFFERS LOSS BY FIRE

The general store and warehouse of E. E. Price, Rosser, Man., were burned to the ground on Friday last. The fire broke out about six o'clock from some unknown cause, and the building, a two-storey frame structure, 80 by 150 feet, was entirely destroyed.

Some of the more valuable goods were removed from the building during the course of the fire, but despite the fact, Mr. Price estimated his loss at $12,000, the goods destroyed being of every class, such as a general country store usually keeps. He stated that he carried partial insurance in a number of companies.



AERIAL CROSS AWARDED

This Decoration Conferred on Captain Norman A. Magor, D.S.C.

Captain Norman A. Magor of the Royal Air Force, who has been granted the Royal Air Force Cross, one of the four new decorations for the Air Service instituted in the King's birthday honor list, received the D.S.C. some time ago. News was received of him lately to the effect that while flying over the North Sea on April 25th on patrol duty he was attacked by a large squadron of the enemy and his machine disappeared in the sea, and no hope is entertained for him or his crew in official circles.

Captain Norman A. Magor, before joining the Royal Naval Air Service, was vice-president of Magor, Son & Co., Ltd., Montreal, and personally known to most of the wholesale grocery trade throughout Canada. A brother, Captain Gerard A. Magor of the same service, was also reported missing in the recent heavy fighting in the north of France. Both are sons of Mr. and Mrs. J. H. Magor of Rosemount Ave., Montreal.

REMEMBERED IN KING'S BIRTHDAY HONORS

Colonel John A. Gunn, D.S.O., president of Gunns, Limited, Toronto, has been remembered in the King's birthday honors by the award of the Order C.M.G., Companion of the Order of St. Michael and St. George. Col. Gunn was awarded the D.S.O. for meritorious service at the front in France and was recently appointed chairman of a committee to give effect to the new scheme of allocation and conservation of Canadian man-power in England.

Lt.-Col. John Nesbitt Gunn, son of Hector Gunn, vice-president Gunns, Limited, Toronto, has been awarded the Distinguished Service Order for meritorious service with the forces in France. Lt.-Col. Gunn is at present on furlough in Canada, recuperating from an attack of trench fever.

RESTAURANT LICENSE REGULATIONS AMENDED

In response to many petitions from restaurant keepers in different parts of the Dominion, the Canada Food Board has permitted a change in the hours in which it was permissible to serve the evening meal. By the original regulation the hour was set from 6 to 9 p.m This was found to entail a good deal of hardship on some of the restaurant keepers in smaller places, and as a result the hour has been changed to 5.30 to 8.30 p.m.

CHANGES IN THE H. L. PERRY CO.

E. J. Bawlf, Winnipeg, Purchases It, Also Dominion Transfer Co.—F. W. Wood, New General Manager

Since the death of H. L. Perry, head of the H. L. Perry Co., forwarders and distributors, Winnipeg, there has been much speculation in Winnipeg as to who would carry on the business.

An announcement has recently been made that E. J. Bawlf has purchased the business, forming a company known as the H. L. Perry Co., Limited, with F. W. Wood as general manager, and Miss Sneddon as secretary-treasurer. Mr. Wood has been with the firm ever since its inception six years ago, and in the early days wheeled trucks around with the other members of the firm. Mr. Wood's early experience was gained in the business of his father—a firm of wholesale grocery brokers, of London and Liverpool. Miss Snedden has been connected with the company for a long time, and so is known to the trade of Winnipeg and Western Canada.

The policy will be the same as that followed by Mr. Perry. The company has bought out the Dominion Transfer Co., distributors and forwarders, which have trackage facilities for fifteen cars. Another development is in connection with the brokerage end of the business. The new firm has retained the services of J. S. White, who has been with the old firm for four years. Mr. White will hold the position of sales manager, and will give particular attention to detail work in the country, which is a new departure.

CRANBROOK, B.C., MERCHANTS HOLD MONTHLY MEETING

The members of the Cranbrook. B.C., Retail Merchants' Association held their regular monthly session in the city hall on Friday, May 17th, at 8.30 p m.

The secretary reported that from information received the post office department had not as yet taken any steps towards remedying the present unsatisfactory mail service between Cranbrook and Kootenay Central points. He further reported having taken up the matter with Dr. Bonnell, Federal member for East Kootenay, but that he had not yet received a reply from the doctor. In connection with this matter it was stated that the anticipated cost of the new service would be approximately $632.00 per annum.

In order to foster good fellowship and stimulate interest in the two associations, the Retail Merchants appointed Messrs. C. J. Little and A. L. McDermot as a committee to make arrangements with the Board of Trade for a friendly game of baseball to be held in the near future and also to endeavor to make arrangements with the Board of Trade and the Automobile Association for a joint celebration in the shape of a businessmen's picnic or outing to be held some time next month.

Rosenburg Bros., San Francisco, Cal., are erecting a large packing plant in the State. The contract has recently been let.

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

LICENSES for the importation of nuts and candied peels, orders for which have already been placed, are being approved by the Canada Food Board, but how further shipments may be allocated is still a matter of speculation.

Difficulty in getting licenses through for the shipment of coffee is still apparent, and spot markets have firmed up considerably, with possibility of higher prices being named.

The Order-in-Council restricting the import of fruits and vegetables has been considerably modified, and the only two items of great importance affected are watermelons and cucumbers.

MONTREAL—The trade is naturally much interested in the new regulations. These seem to be rather vague as yet. Importers are not sure that all the supplies they have in transit will be allowed through, even under license, but this is hopefully assumed to be permissible. Importers of fruits and nuts are the most interested, and on some of them it is expected to work a very decided hardship. There seem to be plenty of canned fruits and fair supplies of canned vegetables. Prices are quite steady all through, and advances will probably follow on some lines in the immediate future.

Rolled oats, some think, will be higher. Substitute flours are in active demand, and the regular flour demand is very small. Feeds still are active but unchanged.

The prospects are that there will be a large pack of peas this year, and also of tomatoes, but corn is expected to be short. Green fruit and vegetable prices are quite unsettled owing to the embargo.

TORONTO—The situation in dried fruits shows little or no change during the week, and the trade generally may be said to be marking time until prices are announced and orders can be accepted. That the Government will set prices or at least approve of prices adopted seems to be the general feeling among the trade. It is said growers are considering naming a maximum price for this year's crop.

A crop report issued for vegetables and fruits which will be canned gives a fairly bright outlook for tomatoes and peas, with corn a probable short pack. Peaches are also likely to be short, while cherries and apples look promising. Should pears be put on the restricted list of imports, the pack of these will also be light. Strawberries will probably be a comparatively small pack, with high prices likely to prevail.

Locally spot coffee has firmed materially, and advances would not come as any great surprise. Licenses for the importation of coffee are not coming through, and stocks are becoming depleted. A very good demand is now manifest from the retail trade, whose stocks are becoming pretty well used up.

Restrictions placed on the importation of flavoring extracts, custard and jelly powders, lime and fruit juices will, it is thought, react favorably on Canadian manufacturers. Provisions to take care of increased business are being made, and with the increased sugar supplies now available capacity production can again be attained.

WINNIPEG—There is little or no change in the situation as regards flour. The mills of Western Canada have taken hold of white corn flour and are going to push the sale of this product energetically.

With respect to rolled oats, the situation locally appears to be evén worse than it has been. Sales are not being made, all sources carrying heavy stocks and very little movement to the retailers is in evidence.

Coffee brokers are not accepting orders, and some excitement has been noticeable owing to the impossibility of getting supplies through. The trade generally does not anticipate a shortage, being rather of the opinion that the retailers will have to educate their customers in the use of other grades of coffee, whereas in the past they have been used to getting Rios, they will now have to buy Mexicans or Guatemalas.

Supplies of sugar now seem to be coming into Winnipeg in satisfactory quantities, the bulk of shipments coming from Eastern refineries. No cane syrup is coming into this market from British Columbia and promises of shipments are not being made. A somewhat easier tone to the rice market is reported in some quarters, but prices have held unchanged at levels existing during the past few weeks.

QUEBEC MARKETS

MONTREAL, June 12.—Some lessened interest is noticeable this week in the grocery markets. The time has arrived when business conditions rest more or less with easier tendencies. However, for the time of year there is a normal volume of trading and in nearly every instance the full prices are maintained and indications are that some advances will be made. Few changes are made.

Shoe Dressings Up; American Pork Down

Montreal.

SHOE DRESSINGS, BARREL PORK.—There is a very considerable advance in shoe dressings. This approximates 20 per cent. and applies to the paste and liquid varieties. Some lines are understood not to have come under this advance yet, but it is stated they all will be quoted on this basis in the immediate future. American barrel pork, No. 2 grade, has been reduced from $71 to $68.

Sugar Buying Indicates Plenty

Montreal.

SUGAR.—The situation is very much steadier. In surveying the conditions prevailing here it is evident that there will be enough sugar for the country's needs. For instance, there is some little difference in the quotations of the various refineries, and the grocers are, in some cases, now buying where they can get the lowest price. A while ago this was not possible, while it may have been just as desirable, and it would serve to indicate that there is more sugar to be had when wants can be filled on such requests. The submarine menace made a scare to a certain extent, and it was thought that this, if aggravated, would have considerable bearing on delivery of raws. In the meantime there is a fair delivery of the allotments made and refiners are moving along in regular fashion with their refining operations. Markets are steady. The rule followed of late, that of requiring the purchaser to take a quantity of soft sugars with the refined, has evidently been working all right.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 50
Icing (50-lb. boxes)	8 90-9 30
Diamond icing	9 10
Yellow, No. 1	8 10-8 40
Yellow, No. 2 (or Golden)	8 00-8 30
Yellow, No. 3	7 90-8 30
Powdered, barrels	8 60-9 00
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 55
Crystal diamonds (boxes 100 lbs.)	9 80
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

Yellow Peaches Advance; Canned Corn to be Scarce

Montreal.

CANNED GOODS.—The market is well supplied with canned fruits, it is stated, but the supply of canned vegetables is growing smaller. Of these there will probably be ample to carry the trade through to the time when new pack goods will be available. Corn, from present indications, will this year be a short pack. Some strawberries have been put up by the canners even at the high prices prevailing, but these will not be available now under the new order. The outlook for peas and tomatoes just now is that the pack will be large. Yellow peaches are high and this is doubtless the result of unfavorable crop reports from the growing districts. Red raspberries might be stated as scarce, in some quarters at least. In one quarter canned tomatoes in one's are up five cents a dozen.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00
Canned Vegetables—		
Asparagus (Amer.) mammoth green, doz.	....	4 00
Tomatoes, 1s	....	1 25
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	2 00	2 40
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (heavy syrup), 2s	....	1 70

Some Demand for Rice; Activity in Tapioca

Montreal.

RICE AND TAPIOCA.—The season for rice is not the best, although there is some demand. This is well taken care of and there is not any apparent shortage. Prices are fully maintained here and no changes are recorded outside. The general trading in the South also is quiet. For tapioca there is a fairly active demand and prices are held without change of any kind.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	11 50	12 50
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb. (seed)	0 15	0 16
Tapioca (Pearl)	0 15'	0 16

Biggest Enquiry Ever is Made for Nuts

Montreal.

NUTS.—The position of the nut market is an unsettled one indeed. The new order is giving those dealing in these some serious thought as to what they will be able to sell and when the time may come when there will be any available supply. Enquiries have been coming to hand so fast that the importers state they never have experienced greater activity, if ever as great, and certainly not so at this season of the year. Some suggest that there will be enough nuts for the needs of the trade through the balance of the year. Revisions have been made showing considerable advances on shelled walnuts and almonds, Brazil nuts and filberts. Buying will in all probability continue very active and prices cannot but advance as supplies are cleaned up.

Almonds (Tara), per lb.	0 24	0 25
Almonds (shelled)	0 50	0 52
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 22
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 22	0 24
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 28	0 30
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 23
Walnuts (new Naples)	0 18	0 19
Walnuts (shelled)	0 76	0 78
Walnuts (Marbots), in bags	0 24	0 25

Prunes Quoted Higher; Peaches Hold Firm

Montreal.

DRIED FRUITS.—There is quite a lot of trading being conducted in dried fruits right along. This is on a fully strong market. Advances are made this week in prunes, and the advances are from 1c per pound to 4½c. The position on peaches, too, will rule strong for the outlook regarding the new crop not being reported too favorable will have its own effect on the dried product. New raisins are in and are selling at 10½c per pound and not at this price per 50 pounds as inadvertently reported in last report. Trade is very fair.

Apricots—		
Choice	....	0 28
Fancy	....	0 30

Apples (evaporated)	....	0 20
Peaches (fancy)—		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatls, loose, 2-crown	0 10½	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	6 84
Do., Dromedary	....	7 92
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (mats)	....	0 12
Figs, Portuguese (mats)	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 19
California, 40-50s	....	0 18
25-lb. cases, 50-60s	....	0 16½
60-70s	....	0 15½
70-80s	....	0 13
80-90s	....	0 11½
90-100s	....	0 11
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Full Molasses Prices and Stock Distributed

Montreal.

MOLASSES AND SYRUPS.—While it cannot be stated that there is an undue demand for syrups, the manufacturers of both cane and corn syrups report that this is even better than what is usually considered seasonable. Supplies of corn syrup in some instances are no greater than required to meet demand. Corn deliveries have enabled the manufacture of corn syrup to be conducted on a steady basis. Molasses still is coming in and this is quite fully absorbed, being sent out promptly in fulfilment of orders already secured by the jobber.

Corn Syrup—		
Barrels, about 700 lbs.	....	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.		
Kegs	....	0 07½
2-lb. tins, 2 doz. in case, case		4 65
5-lb. tins, 1 doz. in case, case		5 20
10-lb. tins, ½ doz. in case, case		4 95
20-lb. tins, ¼ doz. in case, case		4 90
2-gal. 25-lb. pails, each	....	2 15
3-gal. 38½-lb. pails, each	....	3 25
5-gal. 65-lb. pails, each	....	5 25
Cane Syrup (Crystal) Diamond)—		
2-lb. tins, 2 doz. in case, per case		5 50
Barrels, per 100 lbs.		8 00
Half barrels, per 100 lbs.		8 25

Barbadoes Molasses—	Prices for Island of	Montreal
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Tea Markets Firm With Trading Fair

Montreal.

TEA.—While some state that there is not a great deal of activity to the markets, others again claim that business is satisfactory. The fact is recognized that a great deal of tea is in the hands of some of the retailers, and as a consequence there is little inclination now to stock further. All tendencies are very firm and these are likely to continue, particularly as shipping is scarce and the primary markets ruling strong. In the United States demand has continued strong and activity marks the situation there. No price changes have been made.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Ample Supply Coffee to Meet Good Demand

Montreal.

COFFEE, COCOA.—Seasonably speaking there is a good demand for coffee. Some have enough stock seemingly, but there is always a fair request from the trade throughout the country. Supplies have been brought in by importers and these are ample to meet the present requirements of th trade. Cocoa rules without change of any kind and there is a fair sale for this at present and stocks of this are sufficient to take care of all trade needs.

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)	....	....
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Cereals are Selling; Rolled Oats May Firm

Montreal.

CEREALS.—There is not, at the present time, any indication of lowering tendencies on the cereal list. While revisions have been made in some cases on odd lots of cereals not recognized as in the regular list, the markets generally hold unchanged. Some state that there ought to be a wider demand for cereals and others report this seasonably satisfactory. Two millers expect that there may be a strengthening of the quotations on rolled oats. The substitutes used more largely every week in making bread are selling actively, and this on a maintained basis all through. Some suggestion has been made that the mill will be milling more of these, but this matter is still under advisement, CANADIAN GROCER is informed.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 75	7 00
Barley, pearl	7 75	8 75
Barley, pot, 98 lbs.	6 50	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	5 65	6 50
Rice Four	....	9 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 25	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	9 50	11 25
Rolled oats, 90-lb. bags	5 35	5 80
Rolled oats (family pack.), case.	5 50	5 75
Rolled oats (small size), case.	5 50	5 80
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots, 98 lbs.	8 50	8 75
Self-rising flour—		
3-lb. pkgs., doz.	....	2 80
6-lb. pkgs., doz.	....	5 50

Little Flour Selling; Feeds Hold Steady

Montreal.

FLOUR AND FEED.—The flour market is one of unusual quiet. There does not seem to be any demand, say the millers. From their standpoint this is not really the disappointing factor it would be were their outlet confined to the regular trade needs. The export is still very heavy. It would seem that there is still some flour in the hands of the consumer and that immediate needs are small. The feed situation is a strong one still, demand bebing active and the supply not sufficient as yet to overtake this. No changes of any nature are made.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers.	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	....	35 00
Shorts	....	40 00
Crushed oats	64 00	73 00
Barley chop	73 00	76 00
Barley meal	73 00	77 40
Feed oats, per bushel	....	1 06

Beans Plentiful With Light Trading

Montreal.

BEANS.—Little interest is taken in the bean markets at present. Some sales of a limited nature are made, and supplies to meet this demand are quite ample. In fact, there are plenty of beans to be had of some varieties. No price changes are made, and the following range applies here:

Beans—		
Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	9 50	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Under Active Demand Sugar and Syrup Hold

Montreal.

MAPLE PRODUCTS.—There is no change in the markets of any interest. Demand is still very satisfactory, and as far as supply goes no real shortage has been reported. Some think that there is considerable supply to be marketed from various centres, although this cannot be definitely ascertained. Both syrup and

sugar are fully maintained on the basis of prices following:

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal...	....	1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Cream of Tartar Strong; All Spices Too

Montreal.

SPICES.—The season is somewhat of a quiet one for this line. Sorting is being done throughout the trade to a certain extent, however. All tendencies rule with a strong undertone, and this is particularly the case with cream of tartar. One jobber stated to CANADIAN GROCER that there was very little French grade to be had at any price. Peppers will continue to rule high. Some improvement was noticeable in the outside import conditions of certain spices, but no definite statements as to supply have been made within a day or two.

	5 and 10-lb. boxes	
Allspice	**0 16**	**0 18**
Cassia	....	**0 35**
Cassia (pure)	....	**0 35**
Cayenne pepper	**0 28**	**0 35**
Cloves	....	**0 75**
Cream of tartar	**0 80**	**0 90**
Ginger, pure	**0 25**	**0 35**
Ginger, Cochin	....	**0 25**
Ginger, Jamaica	**0 30**	**0 35**
Mace	**0 80**	**1 00**
Nutmegs	**0 40**	**0 50**
Pepper, black	0 40	0 42
Pepper, white	**0 42**	**0 45**
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	0 25
Paprika	0 45	0 50
Tumeric	**0 21**	**0 23**
Cardamon seed, per lb., bulk	....	**2 00**
Carraway, Dutch, nominal	....	**0 75**
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	**0 35**
Mustard seed, bulk	....	**0 25**
Celery seed, bulk	....	**0 46**
Shredded cocoanut, in pails	**0 21**	**0 23**
Pimento, whole	**0 12**	**0 14**

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

New Peaches at $3.50; Pineapples are Higher

Montreal.

FRUITS.—The new order regarding the embargoed fruits came as considerable of a surprise. The immediate effect of barring some lines is that of firming prices. However, for the most part there has been little definite change in the matter of prices. California cherries are quoted down 25c this week. Pineapples are firmer, and in crates are selling at $6 to $6.50. New imported peaches are selling at $3.50 per 4-basket container. Oranges are still firm, and the supply is none too great, but will probably improve soon.

Apples—		
Ben Davis	3 25	4 00
Russets	4 50	5 00
Nonpareil	5 00	5 50
Ontario Apples—		
Spys, No. 1, per bbl.	8 00	8 50
Do., No. 3 (special), bbl.	....	5 50
Do., No. 3, bbl.	....	4 50
Boxed apples (all sizes)	2 75	3 00
Bananas (fancy large), bunch	5 00	5 50
Cherries (California), box	3 50	3 75
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	....	5 00
Grape fruit (fancy Porto Ricos) 54, 46	....	4 75
Lemons (fancy new Messina)	7 50	8 00
Lemons (choice)	....	7 00
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 50	7 25
Oranges, Porto Ricos	....	5 50
Oranges, Californa navels	6 00	7 50
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Oranges (Sorrentoes), 200 size	....	5 00
Pineapples, Cuban (crate)	6 00	6 50
Pineapples, Florida	6 00	6 50
Pears, eating (doz.)	0 30	0 60
Peaches (6-basket)	....	3 50
Strawberries (box) (quarts)	0 25	0 30
Watermelons (each)	....	0 40

Asparagus Is Scarce New Potatoes $7.50 bbl.

Montreal.

VEGETABLES.—The scarcity of some vegetables is attributed to weather conditions. For instance, the cool temperature has resulted in a falling off of the asparagus supply, and prices are firm, with less than usual in sight. New cabbage is to hand in larger quantities at $5 a barrel. Local grown cucumbers are expected in about ten days. Beans are scarcer and firmer, both the green and wax varieties. Parsley is quoted up this week at 50c. Turnips are scarce, and the price has advanced to $2.25 and $3, according to grade. There is a good demand for most lines of vegetables this week. New potatoes are here at $7.5 per barrel.

Asparagus (doz. bunches)	....	3 00
Asparagus, Western Grass (bask.)	....	1 00
Beans, new string (25-lb basket)	3 50	4 00
Beets (60-lb. bag)	....	0 75
Beets, new (hamper)	....	2 25
Cauliflower (Montreal), doz.	1 50	2 00
Cabbage (new), barrel	....	5 00
Cabbage (New Florida), crate	....	3 00
Carrots (bag)	....	1 25
Carrots (new) hamper	....	2 25
Celery (Wash.) doz.	....	2 00
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers (hamper)	....	6 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (doz.)	0 40	0 50
Lettuce (Montreal), doz.	1 00	1 25
Leeks	....	2 50
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (100-lb. bag)	....	2 00
Onions, spring, doz.	....	1 50
Onions (Texas), No. 1 yellow, etc.	....	2 75
Do., No. 2 white wax (crate)	....	2 75
Do., Silver and Red (crate)	....	3 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	0 75
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Peas (in hampers)	....	4 00
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 65
Potatoes, new, Florida, bbl.	....	7 50
Romane	....	0 50
Radishes (doz.)	....	0 40
Rhubarb, doz.	0 25	0 30
Spinach, box	0 25	0 50
Turnips (Montreal), bag	....	2 25
Turnips (Quebec)	....	3 00
Tomatoes (hothouse), lb.	....	0 [illegible]
Tomatoes (Mississippi flats), 4-bas.	....	3 00
Watercress (Can.)	....	0 40
Watercress (Amer.)	....	1 00

ONTARIO MARKETS

TORONTO, June 12.—Several price changes have been made during the week in miscellaneous lines affecting the grocery trade, but generally speaking the markets are rather quiet. Nothing new is reported in the dried fruit situation and a further interpretation of the order-in-Council restricting the import of nuts has not yet been given out. Business from country points continues very satisfactory while city trade is comparatively light.

Sugar Plentiful; Sub. Activities Not Serious

Toronto.

SUGAR.—This commodity may now be said to be plentiful and orders are being taken care of satisfactorily. The retail trade show an inclination to buy only their immediate requirements, but heavier sales are expected in another couple of weeks when preserving will be more nearly at hand. The news that the German submarine campaign had been extended to the Atlantic coast and that some of the ships carrying raw sugars from Cuba to Atlantic ports had been sunk proved rather startling. However, it is hardly thought likely that any great influence on the movement of sugars will be exerted and supplies are reaching United States refiners in liberal quantities. That the refined sugar situation is improved may be gathered from the report that some of the refineries are accepting moderate sized orders for export. Prices locally are unchanged though a easier tendency is noticeable.

Atlantic, extra granulated	9 0
St. Lawrence, extra granulated	8 9
Acadia Sugar Refinery, extra granulated	9 0
Can. Sugar Refinery, extra granulated	8 8
Dom. Sugar Refiinery, extra granulated	8 9
Icing sugar, barrels	9 2
Powdered, barrels	9 1

Canada Sugar differentials: 50-lb. sacks, over 100-lb.; 20-lb gunnies, 25c advance; 10-gunnies, 40c advance; 5-lb cartons, 50c advan 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-gunnies, 40c advance; 10-lb. gunnies, 50c vance; 5-lb. gunnies, 60c advance; 5-lb. carto 60c advance; 2-lb. cartons. 70c advance. Atlan differentials: 20-lb. bags, 40c advance over 100 10-lb. gunnies, 50c advance; 5-lb. cartons, advance; 2-lb. cartons, 70c advance. Aca sugar differentials: 20-lb. bags, 35c advance o 100 lbs.; 10-lb gunnies, 45c advance; 5-lb. c tons, 45c advance; 2-lb. cartons, 50c advar Barrels of granulated and yellow may be at 5c over above prices, which are for ba Fancy sugars make a corresponding increase wh put up in small packages. No. 1 yellow is per 100 lbs. under granulated, No. 2 yellow 10c per 100 lbs. under No. 1 yellow, and No yellow 20c less than No. 1.

Olives Go Higher; Powdered Ammonia U

Toronto.

OLIVES, POWDERED AMMONI ETC.—Changes in many odd lines a provided for in quotations issued duri the week, olives, powdered ammon chloride of lime and castile soap all ing affected. An advance in washi soda of 8c bag has also been named a quotations named on olive oil range high as $8.50 per gallon. A somewh easier tone is noticeable in glucose a a decline would not be altogether une pected. Some of the lines on which

ised prices are ruling are given here-
vith:

Libby's Queen Olives, No. 5, $1.10; No. 6, $1.35; o. 8, $1.85; No. 10, $2.25; uer dozen; Manzanilla, o. 5, $1.10;; No. 6, $1.37½; No. 8, $1.90; No 10, 2.30; Stuffed, No. 5, $1.50; No. 6, $1.75; No. 8, 2.60; No. 10, $3.05. Bull Dog Powdered Am-onia, 36/1½ lb pkgs., $2.70 case, 95c. doezn; quid amonia, 12 bottles in case, $1.25 dozen; hloride of lime, 25/1-lb. pkgs., $2.75 case, $1.45 ozen; Wanders' chloride of lime, 25/1s, $3.25 case, 1.75 dozen. Castile soap is also up, Rolyat 40 ars selling at $9.95 box or $9.80 in 5-box lots, nd La France 20 bars selling at $6 box, or $5.85 5-box lots. An advance in H. & H. soap to 1.75 dozen is reported in some quarters. Solid ack Globe washboards, zinc, have been ad-anced to $5.40 per dozen and Rose's lime juice 36 nall is higher at $3.60 dozen.

Some Molasses Moving; Prices Hold Firm

oronto.

MOLASSES, SYRUPS.—There is a ery fair movement of molasses in pro-ress though the trade is not heavy. rices have held firm and unchanged uring the week at figures shown below. here is some sale of syrups reported lso, and stocks on both lines are equal o present demand.

rn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	5 50
Cases, 5-lb. tins, 1 doz. in case	5 20	5 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
ane Syrups—		
Barrels and half barrels, lb...	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
olasses—		
Fancy, Barbadoes, barrels	....	1 00
Choice Barbadoes, barrels	....	0 90
West India, ½ bbls., gal.	....	0 56
West India, No. 10, kegs	....	0 50
West India, No. 5, kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	....	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Canned Goods Show No New Developments

oronto.

CANNED GOODS.—There are really o new developments in the market on anned goods during the week. Early ne peas are being offered at $1.95 in me quarters and a fair movement of l vegetables is reported. An advance Arbutus salmon ½s to $1.35 per dozen ngle case lots or $1.30 in 5-case lots as been made in some quarters. Busi-ess is considered fair.

Following prices on canned goods are general otations from wholesaler to retailer and not O.B. factory prices.

lmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	1 95	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Midget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin	0 82	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 83	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

HIGHER PRICES ON MUSTARD TO COME

Canadian manufacturers have had restrictions placed on the amount of flour they can use in the manufacture of mustard, the Government ruling that not more than 50 per cent. flour can be used with the mustard. This will, it is said, have a tendency towards making a universally better product, though it will also result in higher prices. Manufacturers of mustard in the United States are not allowed to use flour in the manufacture of this product at all, and only the pure mustard is now being brought in. It is estimated that fully 50 per cent. of the mustard consumed in Canada was imported from the United States.

Situation Unchanged With Dried Fruits

Toronto.

DRIED FRUITS.—The situation is unchanged with respect to dried fruits. It is said that there is a movement on foot among prune growers to set a maximum price for these. Licenses to cover import of candied peel orders have been issued by the Dominion Government. Business is along seasonable lines with all items covered under this heading.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	0 26	0 30
Orange	0 28	0 30
Citron	0 35	0 36
Currants—		
Grecian, per lb.	0 29	0 32½
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs. 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Teas are Moving In Fair Quantities

Toronto.

TEAS.—There is a fair volume of business being transacted in teas at the present time, though there is evidence that a great number of retailers still have fair supplies on hand. Consuming demand is said to be very good. Prices are holding firm and unchanged.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

These prices do not indicate the wide range in the values. They are good medium grades, and are meant to give some indication of price movement.

Coffee Shipments Held Up for Licenses

Toronto.

COFFEE.—Licenses for the importation of coffee continue to be held up and spot stocks are beginning to feel effects of restrictions. The spot market may be termed as very firm and a tendency towards higher price levels is noticeable. A very good consuming demand is reported and wholesalers are handling a greater volume of business as retailers' stocks are becoming depleted.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

Spices Holding Firm and Unchanged

Toronto.

SPICES.—The very firm position on all spices has been maintained during the week and no new developments are recorded. Business continues in very fair volume and prices are unchanged.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35

Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10
Pastry	0 28	0 40
Picking spice	0 22	0 30
Peppers, black	0 43	0 46
Peppers, white	0 47	0 49
Paprika, lb.	....	0 55
Nutmegs, selects, whole, 100s	0 45	0 48
Do., 80s	....	0 55
Do., 64s	0 60	0 65
Mustard seed, whole	0 38	0 45
Celery seed, whole	0 55	0 65
Coriander, whole	0 28	0 35
Carraway seed, whole	0 90	1 00
Cream of Tartar—		
French, pure	0 90	1 00 0
American high test	....	....
2-oz. packages, doz.	....	1 50
4-oz. packages, doz.	....	3 25
8-oz. packages, doz.	....	5 45
8-oz. tins, doz.	....	6 00
Tartarine, barrels, lb.	....	0 21
Do., kegs, lb.	....	0 23
Do., pails, lb.	....	0 25
Do., 4 oz., doz.	....	0 90
Do., 8 oz., doz.	....	1 75
Do., 16 oz., doz.	....	3 25

Nut Future Still Somewhat Uncertain

Toronto.

NUTS.—There is still some uncertainty over recent orders in council prohibiting imports of many kinds of nuts, but licenses covering orders already contracted for are now being issued by the Dominion Government. What the future holds—whether original order will be modified or to what extent licenses may be granted—time only will tell and dealers generally are marking time until a clear interpretation of the order is available.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 28
Walnuts, Bordeaux	....	0 27
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 20	0 22
Pecans, lb.	....	0 27
Peanuts, Jumbo, roasted	0 24	0 25
Do., Fancy, roasted	0 23	0 24
Brazil nuts, lb.	....	0 17
Cocoanuts, 100s	....	7 50
Shelled—		
Almonds, lb.	0 45	0 52
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 70	0 75
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, Japanese, lb.	....	....
Brazil nuts, lb.	0 66	0 68

Beans Slow and Generally Uninteresting

Toronto.

BEANS.—There is little of interest in respect to beans. The demand shows little, if any, improvement while prices hold firm and unchanged. Stocks are comparatively heavy.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 25	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush.	....	8 00
Limas, per pound	0 18½	0 22

Fair Movement Rices; Some Shipments Coming

Toronto.

RICES.—A very fair demand for rices continues to manifest itself and reports indicating some arrivals from the Coast have been given out. Stocks are in very fair shape locally and orders are being taken care of satisfactorily. Prices are unchanged.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Package Goods Moving; Rolled Oats Quiet

Toronto.

PACKAGE GOODS.—There is a very fair movement of some lines of package goods in progress, but rolled oats is very quiet. Stocks of the latter are fairly heavy and the sales seem rather light just at this time. Prices hold unchanged at figures herewith:

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 25	6 00
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11¼
Laundry starch, in 1-lb. cartons.	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Market Steady on Maple Syrup; Honey

Toronto.

MAPLE SYRUP, HONEY.—The market remains steady on maple syrup with no interesting developments to record. Some sales are being made, though the movement is not very free. Honey is unchanged, with little offering.

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	....	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	....	18 50
No. 3, 32-oz. bottles, 24 to case	....	16 70
Gallon tins, Imperial, per gal.	2 00	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Oranges Much Higher; Strawberries Also Up

Toronto.

FRUIT.—Locally prices on oranges show a stiff advance during the week, with supplies none too heavy. It is thought the offering of deciduous fruits may affect prices somewhat, though this is not apparent as yet. Strawberries are cleaning up pretty well, and prices are higher for the week. Prices at primary points are considered ridiculously high. California lemons are up to $11 case, and the market is rather sparsely supplied. The first car of Carmen peaches is reported in, being considered a very good color and good eating. Bananas are unchanged for the week, though the submarine menace makes shipments harder to secure. Pineapples are slightly higher, and supplies getting lighter. A little California grapefruit is coming in, while Florida is about done.

Apples—		
Ontario—		
Baldwins, No. 1, bbl.	....	....
Do., No. 2, bbl.	....	6 00
Ben Davis, No. 1, bbl.	....	6 50
Do., No. 3, bbl.	....	4 75
Bananas, yellow, bunch	4 00	4 50
Do., per lb. (crates extra)	....	0 07½
Cherries, Cal., box	3 00	4 00
Grapefruit—		
Floridas, 36s, 46s, case	....	5 50
Do., 54s, 64s, 80s, 96s	....	6 50
Oranges—		
Valencias—		
96s	....	7 50
100s	....	7 50
126s	7 00	7 50
150s, 176s, 200s, 216s	7 00	8 25
250s	8 00	8 25
288s	....	8 25
324s, 360s	7 00	8 00
Lemons, Cal., case	....	11 00
Do., Messinas, box	7 50	8 00
Peaches, Georgia, 6 bask. crate	4 25	4 50
Pears, Cal., box	....	....
Pineapples—		
Do., Cuban, cs. 24-30s	5 50	6 00
Strawberries—		
Do., quarts	0 27	0 35

Tomatoes Decline; Melons, Cucumbers Embargoed

Toronto.

VEGETABLES.—Tomatoes have registered a substantial decline during the week, being offered at $2.25-$2.75 per 4-basket crate, mostly Mississippi offering now in fair quantities and fair quality. Primary points have firmed, which may mean higher prices locally. Melons and cucumbers are among the lines embargoed by the recent order in council. Very good shipments of melons have come to hand, and are reported very good quality. Prices range from $1 to $1.25 each, and no lower quotations expected. It is understood that a movement is on foot amongst pedlars to petition the Government to allow melons to come through. Texas onions are cleaning up, some producers having already finished operating.

Asparagus, Canadian, basket	1 75	2 00
Artichokes, Cal., doz.	....	1 25
Beans, wax, hamper	2 75	3 00
Do., green, hamper	2 50	2 75
Beets, new, hamper	1 75	2 00
Brussel sprouts, quart	....	....
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	....	3 00
Do., Carolina, crate	....	3 00
Do., Mississippi, crate	3 00	3 25
Carrots, bag	....	....
Do., new, hamper	1 25	1 75
Cucumbers, hothouse, basket	3 00	3 25
Do., North Carolina, crate	4 75	5 00
Lettuce, leaf, doz. bunches	0 25	0 50
Do., head, doz.	1 25	1 50
Mushrooms, basket	....	3 25
Onions—		
Texas, 50-lb. crate	2 00	2 25
Parsley, doz. bunches	0 85	0 90
Parsley, doz. bunches	....	0 85
Peas, green, new, hamper	....	3 75
Parsnips, bag	....	1 00
Peppers, green, doz.	0 75	0 90
Potatoes—		
Ontario, bag	1 50	1 60
N.B. Delawares	....	1 75
New Carolina, bbls.	7 00	7 50
Do., bushel basket	....	2 75
Spinach, Canadian, bushel	0 50	0 75
Rhubarb, dozen bunches	0 20	0 40
Tomatoes -		
Mississippi, 4 bask. crate	2 25	2 75
Hothouse, fancy, lb.	0 35	0 40
Turnips, bag	....	0 65
Watermelons, each	1 00	1 25

Unchanged Situation in Flour Markets

Toronto.

FLOUR.—There is no change to report in the flour situation during the week. The Government is encouraging the milling of corn flour, and this is available in ample quantities now. Rye and barley flour are also available, though the demand for all substitutes is rather light.

War Grade—	
Manitoba spring wheat	10 95
Ontario winter wheat	10 95 11 10
Blended, spring and winter	10 95

Sales of Mill Feeds Absorbing Production

Toronto.

MILL FEEDS.—Sales are absorbing production of mill feeds right along and no surplus is reported. The demand is slightly easier, but orders are coming to hand in fairly liberal quantities. Prices are unchanged.

	Mixed cars ton	Small lots ton
Mill Feeds—		
Bran	$35 40	$37 40
Shorts	40 40	42 40

Cereals Holding Firm and Unchanged

Toronto.

CEREALS.—There have been no new developments in the cereal markets during the week, prices holding firm and unchanged at declines registered last week. The demand is still light, with stocks fairly heavy.

	Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25
Buckwheat Flour, 98s	....	6 50
Cornmeal, 98s	6 00	6 75
Corn flour, 98s	6 00	6 50
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 00	5 50
Oatmeal, 98s	5 75	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, June 12.—At the time of writing the trade was just beginning to recover from the effects of the big strike which broke out here about two weeks ago. Goods are moving forward in more nearly normal time now, and whereas great difficulty in shipments was experienced during the strike, the majority of the retailers appreciated the impossibility of goods coming forward and little was heard from them over delays. Business generally is considered fair.

Sugar Supplies Now Satisfactory in West

Winnipeg.

SUGAR. Supplies of sugar seem to be coming into Winnipeg satisfactorily now, and the bulk of it is coming from Eastern refineries. Jobbers report that the market is in good shape now.

No Cane Syrup Reaching Western Market

Winnipeg.

SYRUP.—No syrup is coming into this market from British Columbia. The British Columbia Sugar Refinery Company are not promising any shipments. At the present, they state, they cannot ship.

CORN SYRUP.

Beehive and Crown—	
2-lb. tins, 2 doz. case, per case	4 85
5-lb. tins, 1 doz. case, per case	5 50
10-lb. tins, ½ doz. case, per case	5 25
20-lb. tins, ¼ doz. case, per case	5 25
Barbadoes Molasses—	
In half barrels, per gal.	1 15
New Orleans Molasses—	
Blackstrap, half barrels, wood, per gal.	0 68

Better Run of Cohoes Reported

Winnipeg.

CANNED SALMON.—Reports regarding new pack of canned salmon differ. One broker is of the opinion that the market is much weaker than was expected. In the case of Cohoes he states that he sold futures at a certain price, and there was later a reduction of $1 per case due, he states, to the quantity of the run in May. Nevertheless the feeling generally seems to be that the price of salmon this year is going to be high, and no one seems to be predicting a very big pack.

Jumbos Almost Double in Price

Winnipeg.

NUTS.—Since the restrictions placed by the government recently on the importation of nuts, the trade seems to be more or less at sea. The feeling seems to be that nuts will be allowed to enter Canada later on, but that an import license will be required. There has been an advance of one cent. per pound on all grades of peanuts in the United States due to shortage, but there seems to be plenty of goods on spot in Winnipeg. Some idea of the price being paid to-day for peanuts can be gathered from hte fact that Jumbos are selling to the retail trade to-day at 22c in Winnipeg, whereas a year ago 14c was considered high.

Coffee Brokers Turning Orders Down

Winnipeg.

COFFEE.—The coffee market has been in an excited state during the past week, and the trade say it is impossible to get supplies through. New York brokers are not quoting, and brokers here are turning down coffee orders every day. The trade do not think, however, that there is likely to be a shortage here. They are of the opinion that instead the retailers will have to get their customers used to new grades of coffee, whereas they have been used to getting Rios in the past, they will now have to buy Mexicans or Guatemalas.

Rice Market Slightly Easier Last Week

Winnipeg.

RICE.—The market is standing at approximately the same level as during the past few weeks. There is said to have been a slight easiness to the market last week, but this was probably due to speculation.

Extra fancy, Japan, 100-lb. bags	0 10½
Fancy Japan, 100-lb. bags	0 09½
Choice Japan, 100-lb. bags	0 08½
Siam, 100-lb. bags	0 09¼
Tapioca, lb.	0 13½ 0 14
Sago, lb.	0 11

Rolled Oats Weaker; Feed Market Unchanged

Winnipeg.

FLOUR AND FEED.—There is practically no change in the situation as regards flour; the mills of Western Canada have set out to push the sale of white corn flour.

Rolled Oats.—The situation is even worse than it has been. The mills report that every centre where they might fill up with rolled oats is already full up, and rolled oats is not selling at all. The feed situation continues the same as it has been, viz., big demand and small supply.

Govt. Standard Flour—		
Cash carload price	....	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 70
Cereals—		
Rolled oats, 80s	4 00	4 30
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98s	....	5 60
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80
Barley—		
Pearl, 98-lb. bags, per bag	....	7 25
Pot, 98-lb. bags, per bag	....	5 15
Beans—		
Lima, Manchurian	....	0 17
Fancy white, bushel	....	6 50
Peas—		
Split, 98-lb. bags, per bag	....	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole, green, lb.	....	0 11¾

Raspberries Expected; Cherries $4.50 a Box

Winnipeg.

FRUITS AND VEGETABLES.—There have been some big changes in quotations—new potatoes are selling at $5.25 to $5.50 per bbl., and no lower prices are expected this week. Onions at 90c per doz. have been rather scarce, but good supplies are expected this week. Lettuce is scarce and is nearly over. Florida tomatoes have jumped to $9, but Missouris are selling at $3.50 a crate.

(Continued on page 39.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, June 11.—Sugar has been selling a little more freely. Families are apparently buying the preserving limit. Strawberry preserving will be on next week. Fruit, according to contracts already made, will rule high. Recent frosts have affected the crop somewhat, and the jam factories will only get 60 to 70 per cent. of what they expected. Raspberries were less affected than other fruit. Canners will get about 90 per cent. of the tomatoes expected. It has been a record week on prices; not a single change since last week. There has been a very weak demand for butter. New potatoes have arrived, and are selling at 12c to 14c per pound, with a rather light demand. Business generally is dull. The strike of the wholesale warehousemen and teamsters has ended amicably.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	....
Do., Siam, No. 2	1 85	1 90
Rice, China, 44 lb. mats, No. 1	1 90	1 95
Do., No. 2	1 75	1 89
Do., Japanese	2 10	2 15
Beans, Japanese, per lb.	0 09	0 15
Beans, B.C., white	0 14½	0 15
Potatoes, per ton	30 00	45 00
Lard, pure, in 400-lb. tierces, lb.	....	0 33
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 49	0 55
Cheese, Canadian	....	0 25¾
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	0 46	0 51
Oranges, box	....	8 00
Lemons	....	9 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 11.—There have been very few market changes during this week. No. 1 creamery butter, 45½c to 47c a pound. Sealers advanced in some quarters a dollar a gross. Crossed fish sardines quoted as high as $30 a case this week. Nuts in shell are advanced about 2c a pound generally, while one or two houses are still offering at the figures of a week ago. Candied peels are quoted as follows:—Lemon, $34; oranges, $36; citron, $40; British Columbia strawberries coming fast; now $5 a crate. Lemons, $10 to $11 a case; oranges, $7.50 to $8.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 45	4 60
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt.	....	10 60
Cheese, No. 1, Ontario, large	0 24½	0 26½
Butter, creamery, lb.	0 45½	0 47
Do., dairy, lb.	0 35	0 40
Lard, pure, 3s, per case	....	19 80
Eggs, new-laid, case	10 50	11 25
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 95	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	....
Apples, evaporated, 50s, lb.	....	0 24
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	0 14½	0 17
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	17 00	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	10 00	11 00

New Brunswick Markets

FROM ST. JOHN, BY WIRE.

St. John, N.B., June 11.—This week again shows a very quiet market. There are few changes. The most marked is the new rate on Ontario flour, placing it on par with Manitoba at $12.05. Molasses arrivals are not sufficient to meet requirements and price responds by an increase to 90. Butter supply is more generous, and, as storing has not begun, prices are receding slightly. Creamery is selling at 44c to 46c; dairy, 40c to 43c; tub, 38c to 40c. Lemons are firmer at $9 to $10, and oranges also show an upward trend.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	11 95
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	....	4 50
Molasses, extra fancy, gal.	....	0 90
Rolled oats, bbl.	....	12 00
Beans, yellow-eyed	....	10 00
Beans, Canadian, white	....	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	....	0 25
Eggs, case	0 35	0 36
Breakfast bacon	....	0 40
Butter, creamery, per lb.	0 44	0 46
Butter, dairy, per lb.	0 40	0 43
Butter, tub	0 38	0 40
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	61 00	64 00
Beef corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont, case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	....	0 19
Peaches, per lb.	....	0 19
Potatoes—		
Native, barrel	2 80	3 00
Onion, Bermuda	....	2 50
Do., Texas	2 75	3 00
Lemons, Cal., Messina, case	9 00	10 00
Oranges, California, case	6 00	9 00
Grapefruit, case	6 50	7 00
Pineapples	7 00	8 00
Bananas, per lb.	0 08	0 08½

TOILET SOAPS PAINFULLY SCARCE IN ENGLAND

Britain is threatened with a famine in toilet soap. The shortage of butter supplies has changed entirely the view of the public in regard to the use of margarine, and the demand is so great that all oil supplies have been commandeered by the Ministry of Food for the manufacture of margarine, and the situation in regard to soap is difficult as a consequence.

Most of the oils used in the manufacture of toilet soaps have come under the ban of the Food Controller and are being manufactured into the butter substitute instead of soap, and the present stocks of the better classes of soap will soon be exhausted.

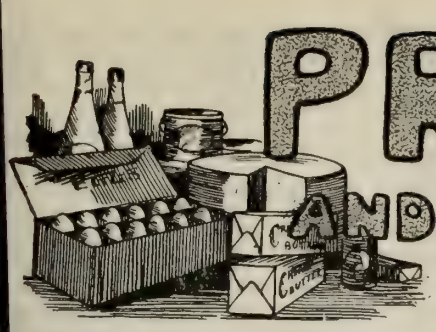
The soap manufacturers have appealed to the Ministry for the release of supplies, but without success. The attitude of the department was summed up by an official a day or so ago.

"If we gave only ten tons of the scheduled oils to a soap manufacturer 100,000 persons would have to go without their margarine for a week," he said when asked why a small quantity could not be allotted.

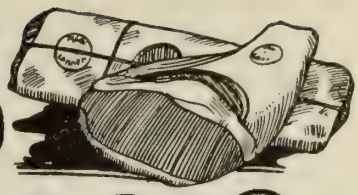
He further explained that the oils committee released to the soap manufacturers the fats and oils "which were not suitable for eating but yet suitable for soaps, though perhaps not the perfumed kind sold in a silky wrapper. The department as far as possible encourages the manufacturer to produce soap because we want the glycerine obtained thereby, but the people need not fear that they will not be able to keep their faces clean."

HELPING PRODUCTION

Charles Sterling, grocer, Blenheim, Ont., and another merchant are fostering the production idea. They have secured four acres of land on Talbot street west, and are putting in tomatoes for the factory.



PRODUCE AND PROVISIONS



Limiting the Percentage of Profit For Produce Merchants

Wholesale Dealers in Meats, Lard, Cheese, Butter, Margarine and Eggs Are Affected by the Order Setting a Limit of Profit—Certain Variations Are Permitted

BY an order just given out by the Canada Food Board the produce dealer in all his dealings is limited a stipulated percentage over cost. his order sets a limit of 10 per cent. ofit over the cost of goods delivered to e produce warehouse, though under rtain given conditions the merchant is rmitted to charge additional amounts cover the cost of handling and pack- . The order is based on the usual pposition that the produce man has en making fabulous profits. On the es enumerated, however, it would be ficult to prove that proposition, and it very doubtful if there will be any ma- ial effect in the way of reduction of ces. The terms of the new order are brief as follows:

On and after July 1 no person dealing olesale in meats, lard, cheese, butter, rgarine, or eggs, in selling to a il dealer, or others not wholesale lers, shall charge on each transaction re than 10 per centum over his cost re delivered to warehouse. When aried men are employed in buying, or n commission is paid, the charge for h in computing shall not exceed the gnized for buying or the customary mission paid.

n selling to another wholesale dealer charge on each transaction must not eed the cost price by more than 4 per tum.

May Charge for Printing Butter

When selling prints of butter which e been moulded or cut by himself, the lesale dealer may be permitted to ge an additional price to cover the of such moulding or cutting, but this tional price must not be more than r centum of cost.

Charge Allowed for Candling

selling or storing eggs that have candled by himself, the wholesale er may add up to three cents per n to cover cost of candling, cases, s, and loss from defective eggs. If andles eggs for sale out of cold ge he may add not more than 3 per um to cover cost of labor and loss defective eggs.

Also Carrying Charge

When the produce dealt in has been held for more than thirty days the cost of holding or carrying may be added to the cost price delivered to warehouse, and the cost of carrying may include storage at public tariff rates, insurance, interest at 7 per centum and shrinkage.

The dealer may at any time make a list of separate lots of any article of produce owned by him, showing quantity and cost, and the average price so ascertained may be used when selling or storing, for the purpose of complying with the order.

The maximum advances over cost are not to be regarded as justifiable under normal trading conditions.

The Eggs by the Pound Idea

Further Discussion of This Important Question Makes it Evident That the Consensus of Opinion of Merchants Would Favor the Change

IN last week's issue there was a discussion by a large number of merchants of different phases of the question of eggs by the pound. In this week's issue the discussion is concluded. Taking the opinions of these many representative merchants as a whole there seems to be no question that there is a very wide and firm belief that the present system is wrong, and that the pound is the right method of measurement. Some merchants speak of some little difficulty in getting their customers to accept the new standard, but practically without exception they express themselves as in favor of the method. The only exception being that some merchant preferred the selling of government standard grades, which ensures a certain weight per dozen. There are, however, some difficulties to be met in adopting such a system, and some of them are out lined in this article.

A Fair and Honest Deal

Jos. Nightingale, Ameliasburg, Ont., thinks that it would be an immprovement to sell eggs by weight instead of by the dozen, but he believes that it would take some time to educate the people to the new system. "It would give everyone a fair and honest deal," he continued, "and the only kicker would be the one who wants more than his own."

J. Norman Willite, Brantford, Ont., thinks that the change to the new system would be a great advantage if all merchants adopted the same policy. The customer he believed would realize the system as one giving a just and fair basis of charge.

A Graded System Better

H. C. Facey, Russeldale, Ont., is not in favor of the idea. He states that he does not believe that such a system would be as satisfactory as selling to grade, while he notes the fact that the merchant without a computing scale would be almost certain to lose money, as to give full weight would almost certainly mean to give over weight.

The graded system, Mr. Facey contends, as oranges are usually bought and sold is the simplest method. There is a uniformity throughout that is appreciated by the customer; mixed sizes would still require grading by the consumer. Restaurants, etc. would prefer the smaller price. It would be difficult to get the public to think of eggs in anything but units of dozens, while size is not always a criterion of quality. Extremely large and double-yolk eggs are always deficient in flavor."

Different Weight Cases Would Cause Difficulty

E. A. Pritchard, Wyman, Que., also favors the graded system rather than any system of weight. "I do not retail many eggs over the counter," he states. "I take them in trade and buy for cash, then ship to the city dealers or private customers in the city. I used standard in buying 'circle eggs.'

"I foresee a great deal of difficulty in connection with weight of cases—no

two empty cases are alike in weight.

"Weight is not the only consideration in buying and selling eggs. The present government standards seem to cover the situation."

C. M. Davis, Weir, Que., favors the scheme. "If you buy by the pound," he states, "you get what you pay for, and your chances are as good as the next one."

H. Bird, Waterloo, Que., states that some of his customers have urged that eggs should be sold by weight, and that he thinks the method would be a good one, being fairer to both purchaser and seller.

Best Bros., Bedford, Que., state that they think the method of weighing eggs would be a good one; it would give the customer a square deal.

Some Maritime Opinions

Glen E. Wilson, Centreville, N.B.—"I would be strongly in favor of this move if the government would also make it compulsory for the merchants all to candle all eggs before being shipped. One of the greatest evils that prevails among merchants to-day in regard to handling eggs is that they all take what eggs are offered without candling, and they then ship them as they were received."

G. T. Phelpley, Fredericton, N.B., states that there is everything in favor of the system of selling by weight, but he adds that there will be found always a number of people who will oppose any innovation.

Speaking of the Customer Who Sells Eggs to the Store

J. C. Robertson, Shelburne, N.S., thinks that the customers' viewpoint would vary. "If sold by the pound the customer would say, 'I thought a dozen eggs were a dozen' if the eggs happened to be small. If on the other hand they happened to be large, he would say they should go by weight. I find that a customer that has large eggs very often will say to sell them by themselves as he wants the credit of the better quality. I have to mix them, however, as I am ashamed to sell a straight dozen as I sometimes take them."

Some Difficulties to be Faced

The Sussex Mercantile Company, Sussex, N.B., state that they think the weighing system the fair method, but note some difficulties in putting it into operation.

"Eggs come into the grocery stores all over this country in varying quantities in all kinds of packages, packed in hulls, chaff, etc., and very often are counted out direct into egg cases. Under a weighing system it would be necessary to put them into some container for weighing from which they would be repacked into the cases for shipment. In most cases the dirt, chaff, etc., the eggs are packed in could not be taken out in the front shop or in front of the counters; they would have to be taken to the back of the shop and back again to the scales. We believe weighing the fair way, but on account of some inconvenience it will not be adopted unless under a rule or law from the Food Controller's office."

John Forsyth, Dartmouth, N.S.—"In justice to the producer and the consumer this system should be adopted. It does not pay to produce large, fine eggs while the theory that 'an egg is an egg' exists."

J. L. McKinnon, Peters Road, P.E.I.—"We believe that the time is at hand when such a system should be adopted."

More Practical Difficulties to be Faced

Lords Company, Cape Travers, P.E.I., give some interesting sidelights on some of the difficulties that present themselves from the side of the dealer in eggs. "We handle about 1,200 to 1,400 cases of eggs every year," they state, "from the farmers. We have considerable trouble certain seasons with small eggs; we also send small eggs home with the customer, and in this way we save the trouble of two prices for small and large eggs. Dealers handling as many eggs as we do would have to instal a special scale for eggs only. We think with weight buying the people would be inclined to put a small grade of eggs on the market. As to ordinary scales being used this would leave an opening for some dishonest dealers to pay a little more per pound and make it up in dishonest weight, but with computing scales this would be done away with. Some of our customers having a medium or large run of eggs quite often speak of buying eggs by weight, but the farmer who has white or brown Leghorn hens which lay small eggs and more of them does not mention weight and would be the first to make a kick on weight."

J. M. Morrow, Annadale, P.E.I., states his opinion that it is the only fair and legitimate method.

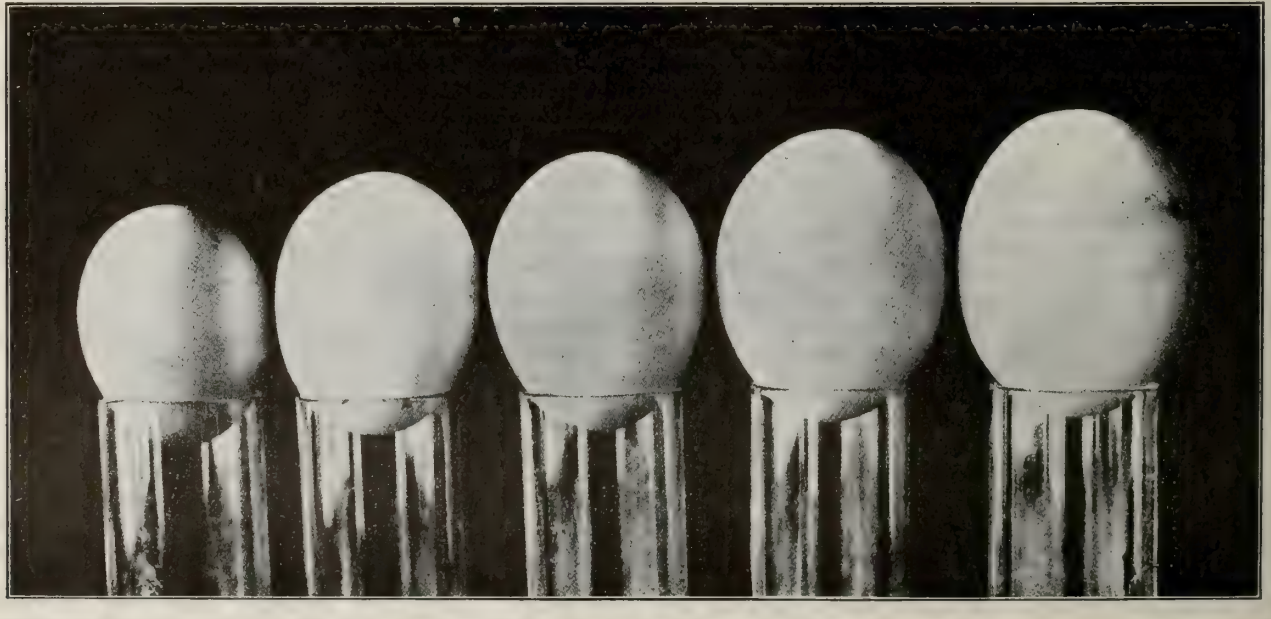
There appears therefore to be little question that the retailer as a whole is in favor of the change and believes that a real benefit will accrue.

ANOTHER CHANGE IN PORK TENDERLOIN

After pork tenderloins had once been declared offal and so not subject to the rules regulating the sale of pork in restaurants, it was again declared part of the carcass and under this ruling a number of prosecutions were lodged and substantial fines imposed. By order No. 4 which superseded order No. 25, pork tenderloin is once more declared to be offa

THE FRAGILE EGG

It takes a pressure of one hundred and twelve pounds to break the shell of the average white egg, and one hundred and fifty-five pounds to break that of the average brown egg. Yet the shell of an average egg is only .013 inch thick



An illustration demonstrating the various sizes of eggs, which points to the fact that the pound and not the dozen is the logical unit of sale.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

ANOTHER decline in the price of live hogs has been the outstanding feature of these markets during the week and prices have reached an $18 level, the lowest figure recorded for some months. Dressed meats show little variation, Wiltshire bacon showing a decline, while boiled hams have firmed up. Dressed hogs are slightly easier, with other lines about the same as last week.

Good supplies of butter are now coming to hand, and whereas a slightly easier feeling is noticeable this has not shown itself in quotations to the trade. Margarine is moving out slowly and prices are unchanged.

Very fair quantities of eggs are coming to hand and some storing is still being done. Prices have held firm and unchanged to the trade, and reports indicate a very fair consuming demand.

Good supplies of fish are coming to hand and a good demand is apparent. Haddock has declined ½c, and herring are down a similar amount. Trout have firmed, prices advancing 1c in some quarters. Supplies are not coming forward very freely.

ive Hogs $19.50; Cooked Meats Firm

treal.

ROVISIONS. — The declining hog rket has been the interesting feature he past week. This has obtained at points. Here the live hog market is ng this week at $19.50. One of the e packers does not expect much fur- decline to be made and for supplies e is perhaps a more general demand for several weeks, but in small ntities. Cooked meats are very firm, ed hams at 51 to 52 cents being pretty . In general the markets are high all treated meats with the demand bacon and ham maintained.

dressed—		
attoir killed, small, 65-99 lbs.	29 00	29 50
Do., heavy, 225-275 lbs.	27 50	28 00
gs, live	....	19 50
—		
dium, smoked, per lb.....	0 37	0 38
ge, per lb.	0 35	0 36
—		
in	0 42½	0 43½
eless, per lb.	0 45½	0 46½
—		
akfast, per lb.	0 43½	0 44
. per lb.	0 33½	0 34½
Salt Meats—		
g clear bacon, ton lots....	0 27½	0 29½
g clear bacon, small lots..	0 29	0 30
backs, lb.	0 29½	0 28½
d Meats—		
ns, boiled, per lb.	0 51	0 52
ns, roast, per lb.	....	0 50
ulders, boiled, per lb.	....	0 46
ulders, roast, per lb.	....	0 48
Pork—		
adian short cut (bbl.).....	....	$60 00
r fat backs (bbl.).....	....	61 00
rt cut clear pork (bbl.)....	....	60 00
pork (bbl.)	....	54 00
vy mess pork (bbl.)	....	55 00

d Supplies Fair; Trade Is Good

al.

RD.—There is still considerable sale for lard. This is to be had but some state the supply to be none too large. Prices are held and no changes have been made. With a declining hog market it is probable that this may soon reflect in the quotations and make them somewhat lower.

Lard, Pure—		
Tierces, 400 lbs., per lb.....	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 34

Shortening Steady, But Without Change

Montreal.

SHORTENING.—Little interest surrounds the shortening market. The supply is ample for all the trade needs and these are promptly supplied. At this time of year there is not a great deal of activity in any case although now this is probably less because of the various restrictions against the use of fats.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	0 28	0 28½

Price Maintained For Margarine

Montreal.

MARGARINE. — The quotations on margarine have been held even though the demand is said to be less. There are ample supplies here to meet requirements and a certain trade has been established for the product. Grocers are buying carefully and in quantities that will be more or less readily used up, preferring to let the jobber carry the stock as he is better fitted to keep this in prime condition.

Margarine—			
Prints, acording to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Expected That Butter Will be Steady

Montreal.

BUTTER.—The position on butter is one of a maintained price basis. Slight changes were made during the week and at St. Hyacinthe sales were made at 42½c. There is a very large make of dairy at the present time. In view of the export that will be made and continued throughout the season, and considering the good local demand, it is stated that there is a likelihood of a maintenance of the markets on the present basis. Prices are held without change. Receipts for the week ending June 8 were 19,819 packages. Receipts for the same week of 1917 were 13,018 packages.

Butter—		
Creamery prints (fresh made).		0 46
Creamery solids (fresh made).		0 45
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	....	0 37

Heavy Cheese Exports; Local Demand Fair

Montreal.

CHEESE.—The cheese-making season is evidently in very full swing in the various producing points. This is borne out in the receipts which were very large last week. At various points prices were somewhat easier than they had been and as low as 22¼c bought cheese f.o.b. during the week. Export trade is very heavy at present and there is therefore less accumulation here than would otherwise be the case. Ending June 8, receipts were 57,896 boxes, and this compares with 53,467 boxes the same week last year, and with 47,033 the week previous. Local trading is somewhat smaller although this still is fair at unchanged prices.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.....	....	0 28

Continued Egg Demand; Production Smaller

Montreal.

EGGS.—There has been some falling off in production. Certain points have so reported at least, and while the week's receipts have been somewhat smaller it is not easy to define these. Shipments of eggs have come in from the States, for instance, and in making comparisons these are not always taken into consideration. The local consumption is very good. Storage is well developed and some have their storage needs arranged and their supply in. Last week 11,845 cases were received. The buying price

in Prince Edward Island is 33c to 34c, and 34c in Ontario.

Eggs		
Selects	....	0 45
No. 1, candled	....	0 40
New-laid	....	0 42
No. 2	....	0 38

Farmers Won't Sell Poultry If Eggs Hold

Montreal.

POULTRY.—There is a maintained demand for poultry and this is very likely to continue throughout the summer. As a consequence the supplies are pretty well absorbed. Frozen supplies are at a very low point. It is learned by CANADIAN GROCER that the travellers out for produce houses meet the argument in rural districts that so long as egg prices remain so favorable farmers will market as few hens as possible. In view of this the stock coming to hand is largely that of roosters. The season has arrived when broilers and ducklings are offered and these are now to be had in fair supply.

	Live	Dressed
Young ducks, lb.	....-	0 45- 0 50
Turkeys (old toms), lb.	....-	0 28- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	0 30- 0 32	0 35- 0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chicken	....-	....- 0 37

Gaspe Salmon Freer, Also Mackerel at 14c

Montreal.

FISH.—It is worthy of note that the supplies of fish are pretty well absorbed from week to week. Delivery has also improved the past week and Gaspe salmon and mackerel are quite a good deal freer. Of both Eastern and Western fish the supply is better of late. The usual 'schools' of mackerel are now appearing and a good season is expected. Lobsters will be scarcer from now on as the season is nearing its finish, at least its height is now past. Salt and pickled as well as smoked and other varieties of prepared fish are easier and not in heavy demand. There are a few changes, salt mackerel being advanced from $22 to $[illegible] per barrel and haddock in barrels to $11. Oysters and sea halibut are also higher. Fresh mackerel are quoted 14c., a decline of 1c.

SMOKED FISH.		
Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, fillet	0 17	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15
SALTED AND PICKLED FISH.		
Haddock (per bbl.), 200 lbs.	....	11 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
	....	33 00
Do., tierces	....	25 00
Salmon (B.C. Red)	....	
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	14 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Mackerel, No. 1, per bbl.	....	25 00
Mackerel (½ bbls.)	....	15 00
Codfish (skinless), 100-lb. box	....	12 50
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00
SHRIMPS, LOBSTERS		
Lobsters, medium and large, lb.	....	0 25
Lobsters (boiled), lb.	0 14	0 20
Prawns, lb.	....	0 30
Shrimps, lb.	....	0 26
Scallops	....	4 00
Oysters—		
Ordinary, gal.	....	2 50
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	14 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	12 00
3 gal. (wine) cans	....	7 50
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00
FRESH FROZEN SEA FISH.		
Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	0 19	0 20
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 12	0 13
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26
FRESH FROZEN LAKE FISH		
Pike, lb.	0 09½	0 10
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 19
Eels, lb.	....	0 12
Doree	0 12½	0 13
FRESH FISH		
Barbotte	0 14	0 15
Haddock	0 06½	0 07
Steak cod	0 10	0 11
Market cod	....	0 06½
Carp	0 09	0 10
Dore	0 16	0 17
Lake trout	0 19	0 20
Brook trout	0 35	0 37
Pike	0 12	0 13
B. C. Salmon	0 26	0 28
Salmon (Qualla)	....	0 13
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	0 22	0 23
Eastern Halibut (chicken)	....	0 18
Eastern Halibut (med.)	....	0 22
Flounders	0 08	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 18	0 19
Whitefish (small)	0 09	0 09½
Eels	....	0 14
Mackerel, lb.	....	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24

Hogs Reach $18.00 Level

Toronto.

PROVISIONS.—In line with predictions made in CANADIAN GROCER last week, naming nominal quotations of $19 per cwt. and indicating that probably $18.50 would be reached before the week was out, this basis was reached and for the present week another decline of 50c has been aimed at, bringing quotations to an $18 level. This is the lowest ruling for some months. Boiled ham is very firm and advance is provided for in quotations below. Some minor changes in other lines have been made also, as will be noted in figures herewith:

Hams—		
Medium	0 37	0 38½
Large, per lb.	0 29	0 33½
Backs—		
Plain	0 43	0 49
Boneless, per lb.	0 46	0 48
Bacon—		
Breakfast, per lb.	0 39	0 43
Roll, per lb.	0 33	0 36
Wiltshire (smoked sides), lb.	0 36½	0 40
Dry Salt Meats—		
Log clear bacon, lb.	0 29	0 30
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 50	0 52
Hams, roast, without dressing, per lb.	0 46	0 51
Shoulders, roast, without dressing, per lb.	0 43	0 45
Barrel Pork—		
Mess pork, 200 lbs.	54 00	56 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	29 00
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Shortening is Easier; Demand Ligh

Toronto.

SHORTENING.—A somewhat easi feeling has developed in this mark during the week and prices show slightly wider range in lower quotatio named in some quarters. The demand comparatively light at the present tim Supplies on allotment of cottonseed are coming along in ample quantities the present time, but what the futu may be is somewhat uncertain. That pinch may be felt later is hinted at some quarters. The present range quotations is:

Shortening, tierces, 400 lbs., lb. 0 25½ 0 2
In 60-lb. tubs, ¼-½c per lb. higher t tierces; pails, ½-¾c higher than tierces, and 1 prints, 1½-1¾c higher than tierces.

Lard Slightly Easier; Fair Dema

Toronto.

LARD.—Lard has declined in so quarters during the week, quotations ing made at 30-30½c per pound. Stc are not heavy, and whereas shipme are not going forward in large volum very good current demand is in evide The range of quotations is unchanged follows:

Lard, pure, tierces, 50 lbs., lb... 0 30 0
In 60-lb. tubs, ¼-½c higher than tie pails ½-¾c higher than tierces, and 1-lb. pr 1½-1¾c higher than tierces.

No Change in Margarine Situat

Toronto.

MARGARINE.—There is nothing to report in the situation during week, a fair amount of business b transacted, and prices hold firm and changed at following figures:

Margarine—		
1-lb. prints, No. 1	$0 32	$0
Do., No. 2	0 30	
Do., No. 3	0 27	

Solids, 1c per lb. less than prints.

Butter in Easier Tone; Receipts G

Toronto.

BUTTER.—The tone of the m

seems slightly easier and a lower scale of prices is looked for, though this has not developed as yet. Supplies are coming to hand quite freely as far as fresh made creamery is concerned, but there is little dairy offering. Prices to the trade range about as follows:

Creamery prints, fresh made	0 44	0 46
Creamery solids, fresh made	0 43	0 46
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs are Quiet; Still Storing

Toronto.

EGGS.—The egg market seems rather quiet at the present time, and no new developments are reported to provide exceptional interest in these. Prices hold unchanged, and some storing continues to be done.

Eggs—		
New-laids, in cartons	0 40	0 44
Do., loose, doz.	0 39	0 40

Cheese Holds in Steady Position

Toronto.

CHEESE.—There is little reason for any change in this commodity. Buyers on local boards seem to be getting prices down to a lower level, more in line with the export price, and this is the only feature of interest during the week.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Holds in Uninteresting Market

Toronto.

POULTRY.—There is little of interest to mark this market during the week. Old hens are up 1c in some quarters, but receipts of live poultry of all kinds are rather light. The demand for storage and fresh killed is reported fair. Prevailing quotations follow:

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Turkeys	0 25- 0 28	0 30- 0 35
Roosters	0 20- 0 25	0 22- 0 24
Hens, over 5 lbs.	0 28- 0 31	0 29- 0 31
Hens, under 5 lbs.	0 26- 0 28	0 26- 0 31
Chickens, Spring	0 04- 0 50	....- 0 50
Squabs, dozen	....- 4 50	....- ....

Prices quoted to retail trade:

Hens	0 28	0 37
Chickens, Spring	0 60	0 70
Ducks	0 30	0 34
Turkeys	0 36	0 40

Haddock Register Drop; Trout Firming Up

Toronto.

FISH.—A decline in prices applying on fresh haddock is reported for the week, quotations ranging as low as 6½c per pound. Fresh herring also show a ½c decline, being quoted at 8c-8½c. A firmer tone is noticeable in trout, supplies of which seem to be rather limited in some quarters, and prices are up 1c per pound, ranging from 14c-16c. Generally speaking, good supplies are coming to hand, and a splendid demand is in evidence. Quotations for the week are:

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Finnan haddies, lb.	0 12½	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb...	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb...	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs...	....	6 00
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Cod, steak, lb.	0 09	0 10
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Flukes	....	0 15
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 06½	0 08
Herring, lb.	0 05½	0 06
Mackerel	0 12	0 14
Plaice, dressed, lb.	....	0 10
Sea Bass	....	0 18
Shad—		
Bucks	....	0 20
Roes	....	0 25
Soles, dressed, lb.	....	0 10
Salmon, Red Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	0 08	0 08½
Trout, lb.	0 14	0 16
Whitefish, lb.	0 15	0 16
Ontario Government Fish		
Herring	....	0 08½
Mullets	....	0 05
Pickerel	....	0 11½
Pike	....	0 09
Sturgeon	....	0 20
Trout	....	0 11½
Whitefish	....	0 11½

Sales authorized only to dealers who have been appointed distributors by local town council.

Hogs At 18 Cents; Eggs, Butter Down

Winnipeg.

PRODUCE AND PROVISIONS. — There has been a considerable easing off in the hog market, and last week live hogs were bringing 18c. It was predicted by packers that the run would be much heavier this week, but they expected that the price would be about the same. There was not much change in provision prices compared with what has been quoted for the past few weeks.

Eggs.—The market has been dropping gradually lately, and last week touched around 29c in the country.

Butter.—The creamery market is down to 41-41½c. Dairy market is down, too.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, select, lb.	....	0 40
Backs	0 44	0 55
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 52
Cases, 3s	....	18 60
Compound—		
Tierces	....	0 25½
Tubs, 50s, net	....	12 87
Pails, 20s, net	....	5 40
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 43½
Margarine	0 31	0 32

WEEKLY MARKET REPORT

(Continued from page 33.)

Valencia onions are bringing 4c per lb. but are nearly over. Rhubarb is nearly off the market. Big advances have taken place in quotations on apples, which are scarce and selling at a lower price in Winnipeg than in Minneapolis. They are bringing from $4 to $5. Bananas are up to 8½c and almost unprocurable. Strawberries are coming in from Missouri, selling quarts $6.50, pints $4.50. These are practically over and will be followed by Hood River berries. Carrots with heads on are bringing $2 per hamper. Wax beans and green peas are both selling for $4 per hamper. Cucumbers are bringing $4 per dozen, cherries $4.50 per box. Raspberries are expected in 10 days.

Wax Beans, hamper	....	4 00
Green Beans, hamper	....	4 00
Cucumbers, doz.	....	2 00
Asparagus, doz.	....	1 50
Cabbage, lb., local	....	0 0[illegible]
Cauliflower, Cal., doz.	....	2 75
Potatoes, Albertas	....	1 00
Beets, with heads on, hampers	....	2 00
Carrots, with heads, hampers	....	2 00
Turnips, cwt.	....	2 00
Tomatoes, Florida, 6-basket crate	....	9 00
Tomatoes, Mississippi, crate	....	3 50
Onions, Valencias, lb.	....	0 [illegible]
Onions, red and yellow, cwt.	....	3 50
Radishes, doz.	....	0 65
Parsley, imported, doz.	....	0 75
Shallots, doz.	....	1 00
Fruits—		
Apples	4 00	5 00
Oranges	....	8 50
Lemons, Cal.	....	8 50
Bananas, lb.	....	0 08½
Cherries, box	....	4 50
Grapefruit case	....	6 50
Strawberries, qts.	....	6 50
Do., pints	....	3 50
Pineapples, case	....	5 50

THE SEVEN SINS IN STORE-KEEPING

A writer in a current store journal has defined the seven deadly sins of store-keeping as follows: Lack of method. Lack of diligence. Lack of courtesy. Lack of diplomacy. Lack of perseverance. Lack of optimism. Lack of co-operation.

THE PASS WORD—"WAR"

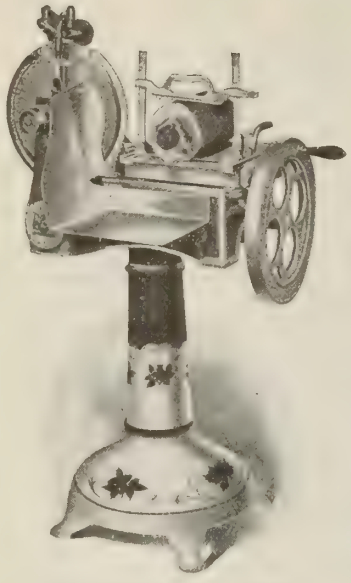
"We have got to reach the place, each one of us, where we define every decision in our lives as an act of war policy.

"Everything that we do, plan, eat, wear, must be analyzed and measured from one single point of view—will it contribute to the carrying on of the war, or will it contribute to its prolongation?

"There is no other thing in the world for us but to define everything in our lives as acts of military necessity or policy."—Dr. Alonzo Taylor.

To avoid waste and save money instal

BRANTFORD SCALES and MEAT SLICERS



Brantford Meat Slicer
Ball Bearing and Crucible Steel Gears

The Brantford Meat Slicer will cut cooked meats to the very last ounce. Never a wasted particle. Has Ball Bearing Crucible Gears, Automatic Sharpening Device and Quick, Interchangeable Trays. The Brantford New Cylinder Scale is a necessity to the well-being of your business. All working parts enclosed, giving protection from meddlers. Strictly Sanitary. Absolutely Dust-proof.

Write to-day for catalog describing both in detail.



Brantford Scale
Agate Bearing

The
Brantford Computing Scale Co.
BRANTFORD, CANADA LIMITED

Show Me the butcher who ever got rich that did not make his **OWN SAUSAGE.**

Show Me the packer who NEVER got rich who did not make his **OWN SAUSAGE.**



Did you ever consider the money that there is to the merchant who made a good high class Sausage?

The public is looking for this article.

Freeman Electric Meat Cutter

is the machine to give the goods the quickest and easiest way.

Write for Catalogue and Prices. Many Styles.

The W. A. Freeman Co., Limited
HAMILTON, ONTARIO

TORONTO—114 York St., Near King
MONTREAL—D. H. H. Neill, 16 Notre Dame St. E. Uptown 8547

Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

If any advertisement interests you, tear it out now and place with letters to be answered.

MAPLE SUGAR best 10c seller, 48 to case

A Sugar you will want to repeat

MAPLE SYRUP "Canada's Best" Brand

Maple Butter Honey Butter Sweet Nut Butter

Chocolate Butter

BAINES CONFECTIONS

Manufactured by

Canada Maple Exchange, Limited, Montreal

$1 FOR A MAN

Perhaps you want a good man for your office, or store, or warehouse, or for the "road?" Would you pay $1 to find a good man? Sure you would.

WHAT are you doing about it? We suggest that you advertise in CANADIAN GROCER—condensed advertisement, 2 cents a word. Make the advertisement brief as a telegram; but make it explicit. Tell all the other man wants to know—except your identity in the first instance. Use a box number to hide this.

Some man somewhere would like, probably, to tie up with you,—if your proposition is good. At the same time good men are scarce—very scarce. So you'll have to do some bidding.

This means—keep on repeating the insertion of your advertisement—"until forbid."

It's reasonable to keep on. Hunting for a hard thing to find usually requires a long search. All CANADIAN GROCER can do is to put your advertisement in 5,300 places where men of the type you may want are likely to be found. We can't make men reply to advertisements—any more than the postman can make people to whom he delivers letters reply to them. We're pretty much like the postman.

But we go to 5,300 and more likely places—remember that. No other single newspaper in the world gets into 5,000 Canadian grocery houses. So if you are in dead earnest about finding a man use CANADIAN GROCER. Rates—two cents per word first insertion and one cent per word each subsequent insertion, with five cents extra per insertion when replies are to be sent to Box No. in our care. Address:

CANADIAN GROCER WANT ADS.

153 UNIVERSITY AVENUE, TORONTO



Every sea-food packed under the Brunswick Brand label is a quality line.

There are reasons for this Brunswick Brand superiority.

Care in selecting the very best of the season's catches, processing and packing under the most ideal factory conditions — these are the principal causes for the unequalled goodness of Brunswick Brand Sea Foods.

When you're well stocked with these delicious and wholesome foods you will be in a splendid position to get your share of the big fish demand.

Look our list over and see what lines you require.



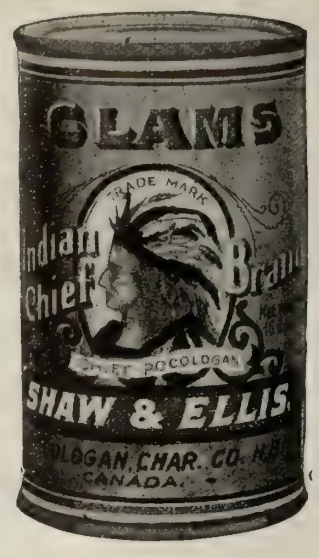
¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Herring in Tomato Sauce
Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

Recommend

Indian Chief Brand Clams



They merit your recommendation.

They are sweet, pure and wholesome; put up and sealed without solder or acid the very day they are taken from the beds.

Discriminating people prefer Indian Chief Brand to any other. Grocers who sell quality first always find it worth while to push this delicious line.

The profits are worth getting. Are you showing Indian Chief Clams?

SHAW & ELLIS

POCOLOGAN, N. B.

To Tie Up a Dollar



in a poor refrigerator is a foolish policy and a direct source of loss to the grocer.

You can be absolutely certain of satisfactory refrigeration when you've got an **"ARCTIC"** in your store.

With perfect security, ideal display and an economical ice expense the Arctic Refrigerator is to-day the grocer's best buy. May we send catalog?

John Hillock & Company

Limited

TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

Summer days call for products like these—

HERE are delicious cold-luncheon treats for Summer days that will especially appeal to your customers just now. For the table or for the picnic basket they are equally suitable, and you will find them good sellers. No occasion to complain of dull times if you feature these trade-building lines in your store.



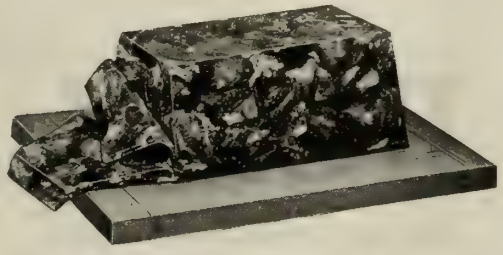
Davies Cooked Pressed Pork

Made from tender, lean trimmings (the choicest products of the hog), delicately seasoned and cooked in cylinder form. A good, steady trade-bringer to the dealer.



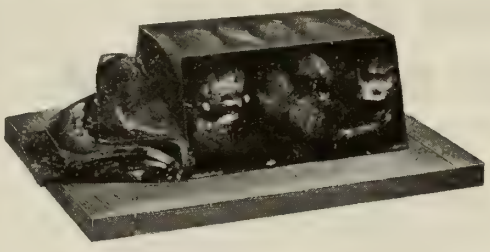
Davies Roast Pork

Savory roasts of choice pork (shoulders and hams), with or without dressing; cooked to perfection. A genuine **quality** line suitable for cold lunches or sandwiches. Very popular with the trade.



Davies Jellied Lunch Tongue

Made from tender pork tongues, mild cured and seasoned just enough to tempt the palate. Sells at a reasonable price, and shows a just profit to the dealer.



Davies Pork and Tongue

This product possesses the tastiness and appetizing qualities of tongue, while selling at the low price of other jellied meats. A splendid seller and every slice saleable.

We carry a full line of Cooked and Jellied Meats and shall be glad to quote you prices, either by mail or through our travelling representatives.

THE WILLIAM DAVIES COMPANY LIMITED

MONTREAL TORONTO HAMILTON

If any advertisement interests you, tear it out now and place with letters to be answered.

KING GEORGE'S NAVY

CHEWING TOBACCO

will get you the tobacco trade

There is a distinctively different "flavor" to every chew of King George's Navy that captivates the taste of discriminating "chews." That's why selling it is so very worth while. It gets the dealer the tobacco trade and it holds it, too.

You're selling King George's Navy, of course?



Rock City Tobacco Co., Ltd.

"A cellarful of home grown vegetables will be well worth while"

THAT is what the Ontario Organization of Resources Committee says regarding the food situation next winter. They emphasize the probability of stricter, even if voluntary, food rationing, and recommend the putting away of ample supplies of vegetables, etc., during the Summer months.



One of our many sellers

Your customers will want to act upon this suggestion. Very many kinds of vegetables will have to be pickled and **Stone Crocks, such as we supply, are the most reliable containers for this purpose.**

The housewife will appreciate your thoughtfulness in suggesting these Crocks. And you'll find your profits materially increased.

Write for full price list.

The Toronto Pottery Co.
LIMITED
617-618 Dominion Bank Bldg.
King and Yonge, TORONTO

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont.
Principal Factory Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

Canadian Distributing Agencies:

Halifax	John Tobin & Co.
St. John	Baird & Peters.
Quebec	J. B. Renaud & Co.
Ottawa	Provost & Allard.
Winnipeg	The Codville Co., Ltd.
Edmonton	The A. Macdonald Co.
Lethbridge	The A. Macdonald Co.
Calgary	Simington Co., Ltd.
Fernie, B.C.	Western Canada Wholesale C.
Moose Jaw	The Codville Co., Ltd.
Saskatoon	The Codville Co., Ltd.
Vancouver	Kelly, Douglas & Co.
Victoria	Kelly, Douglas & Co.

Quality that's worth your best recommend

ROSE'S LIME JUICE

has established a quality reputation extending over a period of fifty years, during which period it has led all other non-alcoholic drinks in public favor.

No good grocer should omit Rose's from his displays.



Holbrook's
Imported
Worcestershire Sauce

Your requirements can still be filled at **pre-war prices.**

Early ordering advisable. Include the following in your displays:
Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders.

Sole agents for Canada

Holbrooks, Ltd.
Toronto and Vancouver
Canada's Food Board License No. 6—468

MORE IMPORT EMBARGOES ON THE WAY?

IMMEDIATE effect on your business of the existing embargoes on imports from the United States is rightly your first consideration to-day, but shrewd business men are looking ahead so as to prepare for what may happen. By studying the purpose of these embargoes, and their relation to the Victory Loan, and the Banks you will gain valuable fore-knowledge of conditions affecting Canadian business in the near future. Here is something to know which will help you:

In THE FINANCIAL POST dated June 8th there appears a special front page article under the title

"Exchange Rate Goes Up in Face of Embargoes"

From this article you can get quickly a thorough grasp of the situation. It may mean real money to a keen business man to read this article, and size things up for himself from the accurate facts there given. But THE POST contains much more in the way of really valuable factful help for business building under present conditions. Just run over these headlines from the issue of June 8th:

Canadians Cut Wood and Carry Water to Pay Alien Taxes.
The West is Exercised Over the Fruit Prohibition.
New Breaking Checked in West — Labor Problem Serious.
Grave Charges Against Heads of Canadian Car.
Readjustment of Wages—An After-War Labor Issue.
Canada's Credit Being Shaken by Legislation.
War Tax Cutting into Dominion Steel Profits.
News of Securities—15 Columns of Essential Facts.
Policy of Banks Regarding Loans to Farmers.
Shipbuilding and After-the-War Adjustment.
Farm Land Values Must Not be Inflated.
Canada and U.S. Trade Position Improving.
Boom Days for Canning Plants—Coast to Coast.

These are by no means all THE POST'S contents of interest to alert men of business. Here is what a business organizer in one of the most important industrial sections of Canada says of THE POST:—

"I would not miss your paper for a very great deal. I find it really all that is necesary to keep me very intelligently posted on such Dominion-wide considerations as really matter."

Try THE POST by subscription for a time and note its power to help your business development. Get THE POST each week and go into it thoroughly. Just fill out this form for trial subscription:—

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price ($3.00 per year, or $1.00 for four months' trial subscription) on receipt of bill.

Name .....

Address .....

C.M. 6 B



Many Uses

Junket Tablets owe their great sale to the many uses which are made of them. Physicians prescribe Junket and nurses use it for the kiddies and in the sick room—as a delicious, nutritious food.

Also for making a great variety of dainty desserts and for making ice cream, the use of Junket Tablets is so widened that they are in constant demand.

Junket
MADE *with* MILK

Can you afford to be without such a product on your shelves? In its wide use lies your opportunity for profit.

Advertised in the Dominion's leading Magazines and Journals, it has a demand which you must fill or lose the trade.

Sold in 10-Tablet packages that retail at 12c with a good profit.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

CHICKEN HADDIES
REGISTERED



A Delicious and Economical Sea Food

Call up your wholesale distributor to-day and ask him to ship you a case of

CHICKEN HADDIES

the newest thing in quality Fish Foods.
Chicken Haddies are packed at our own sanitary plants on the Atlantic Coast. Our location makes possible the securing of the very best pick of the catch.

Get stocked now from the new pack being handled by the wholesale trade.

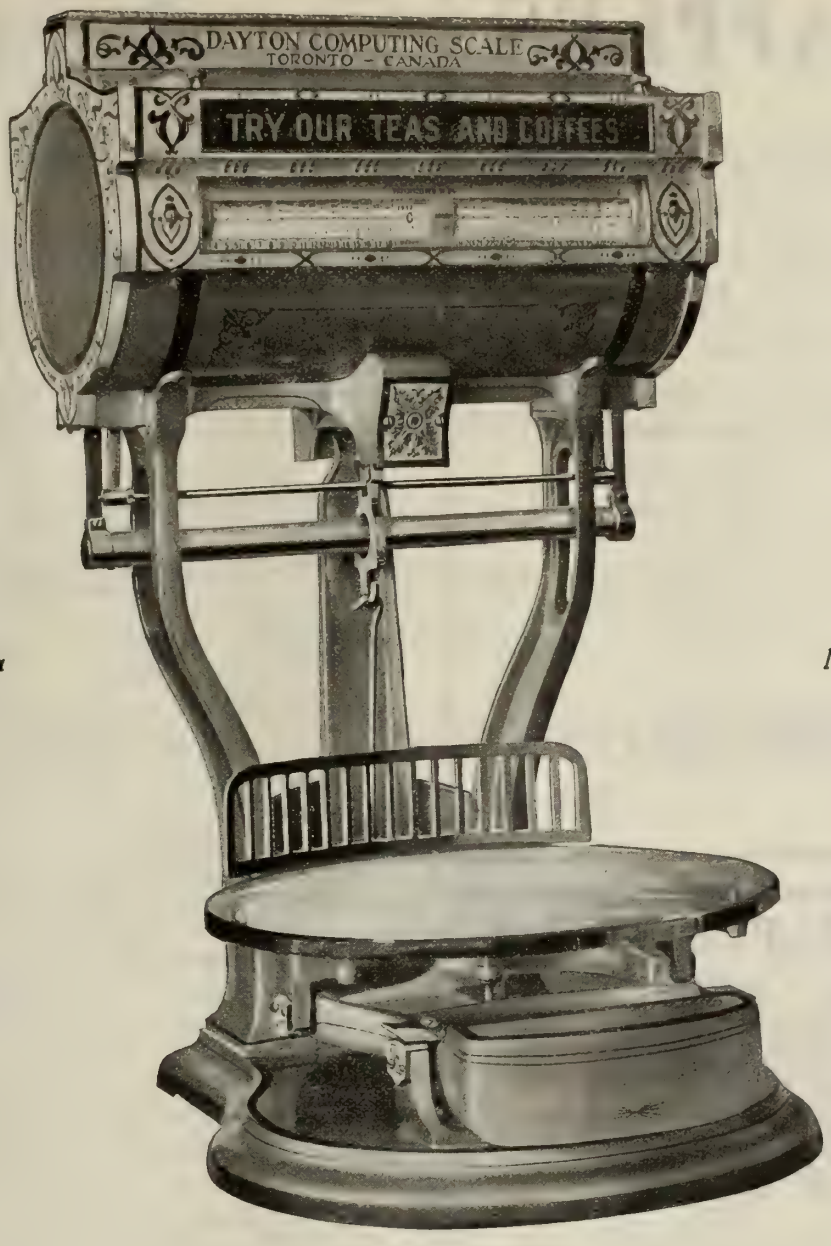
MARITIME FISH CORPORATION, LTD.

Head Office and Sales Dept.
MONTREAL

Plants at Canso, N.S.
and Digby, N.S.

WATSON & TRUESDALE, Winnipeg, Western Distributors

If any advertisement interests you, tear it out now and place with letters to be answered.



Made in Canada *Made in Canada*

The Dayton "Electric"

The finest piece of scale-machinery ever devised. It is your constant, vigilant guarantee that you get credit for every fraction of every ounce of the weighable goods you sell. Electric sign flashes your advertisement when goods are sold—built so it advertises YOU and not the scale.

DAYTON COMPUTING SCALES

Royce and Campbell Avenues, Toronto, Ont.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

PINEAPPLES

Do not overlook ordering your supply at once. We will have several cars arriving this week which will enable us to fill all orders with celerity and quality.

During the past week we have had many repeat orders, which speaks well for our brand of pines, and we suggest that you, like many others have done, get in touch with us to-day.

Full line of all fruits and vegetables always on hand.

McBRIDE BROS.

Toronto - - Ontario

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

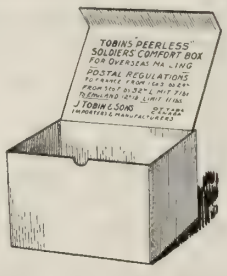
———AT ALL JOBBERS———

SMALL'S, Limited - Montreal, Que.

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING

7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)

Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES
DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans.	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans...	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
[illegible] 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

GELATINE

Cox's Instant Powdered Gelatine (2-qt. size), per doz...	1 35
Knox Plain Sparkling Gelatine (2-qt. size), per doz.....	1 75
Knox Acidulated Gelatine (lemon flavor), 2-qt. size. per doz.	1 85

W. CLARK, LIMITED, MONTREAL.

Assorted meats—1s, $4.45.
Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $4.25; 2s, $8.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.25.
Boneless Pig's Feet—½s, $2.90; 1s, 4.95; 2s, $9.25.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves—½s, $2.40; 1s, $4.45.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.25; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.50; 2s, $4.50.
Stewed Kidney—1s, $3.95; 2s, $7.75.
Mince Collops—½s, $1.95; 1s, $3.70; 2s, $6.45.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.45; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $3.75; 6s, $26.
Irish Stew—1s, $3.45; 2s, $5.45.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.75; 1s, $7.50; 1½s, $12; 2s, $15.15; 2½s, $17.50; 3s, $19; 3½s, $20.50; 6s, $45.
Lunch Tongue—½s, $4; 1s, $8; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Mince Meat (Tins)—1s, $3.25; 2s, $4.95; 5s, $13.50.
Mince Meat (Bulk)—5s, 25c; 10s, 24c; 50s, 23c; 80s, 22c per lb.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Clark's Chateau Chicken or Tomato Soup, $1.65; Vermicelli-Tomato, $1.65.
Chateau Brand Concentrated Soups—Vegetable, Mulligatawny, Ox Tail, Scotch Broth, Mock Turtle Consomme, Mutton Broth, Pea, Julienne, Green Pea, Celery, $1.25. No. 1, asorted case, $1.35; No. 2, assorted case, $1.35.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls) $2.95; 6s, $10; 12s, $18.
Lambs' Tongues—½s,
Chili Sauce (red and gold label)—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $1.95.
Ham and Veal Pates—½s, $1.95.
Smoked Geneva Sausage—½s, $2.85.
Pate DeFoie—¼s, 75c; ½s, $1.40.
Lunch Tongue in glass—1s, $9.95.
Ox Tongues in glass—1½s, $14; 2s. $17.
Brisket Beef in glass—1s, ...
Chicken Breasts in glass—½s, $9.95.
Sliced Smoked Beef in glass—¼s, $1.75; ½s, $2.75; 1s, $3.45.
Potted and Deviled Meats (tins)—Beef Ham, Tongue, Veal, Game and Beef—¼s, 75c; ½s, $1.40.
Meats, assorted—¼s, 80c; ½s, $1.45.
Clark's Peanut Butter (glass jars)—¼s, $1.45; ½s, $1.95; 1s, $2.45.
Clark's Peanut Butter (in bulk)—5s, 30c; 12s, 28c; 24s, 27c; 50s, 27c.
Clark's Tomato Ketchup—8s, $2.25, 12s, $2.80; 16s, $3.50.
Fluid Beef Cordial—20oz. bottle, $10; 10oz. bottle, $5.
English Plum Pudding—½s, $2.45.
Smoked Sausage, Vienna Style—½s, $2.85.

COLMAN'S OR KEEN'S MUSTARD.

	Per doz. tins
D. S. F., ¼-lb.	$ 2 20
D. S. F., ½lb.	4 20
D. S. F., 1-lb.	8 10
F. D., ¼-lb.	1 40
	Per jar
Durham, 1-lb. jar, each	0 50
Durham, 4-lb. jar, each	1 75

California Fruit

First Car of the Season

Consisting Peaches, Plums and Apricots. Also About 500 boxes Cherries.

Will arrive Wednesday next

Full supplies Watermelons, Cucumbers, Tomatoes, Oranges, Lemons and Grape Fruit.

WHITE & COMPANY, LIMITED

Main 6243 TORONTO

Strawberries Big sellers. Quality and condition very fine. Order freely. Fresh arrivals daily.

Tomatoes Mississippis now arriving (4-basket crates).

Oranges Sunkist Golden Orange Brand, California Late Valencias, quality very fine.

Grape Fruit California Seedless, in flat half boxes. Sizes 32s, 40s, 48s.

Lemons California, fresh arrivals this week. Sizes 270s, 300s, 360s.

And all other kinds Foreign and Domestic Fruits and Vegetables arriving daily.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 Guelph, Ontario

PINEAPPLES

NOW AT THEIR BEST AND CHEAPEST

WATERMELONS

FINEST CAR WE EVER HANDLED NOW ON TRACK FOR THIS WEEK. This will be last car we will have, as importation prohibited.

FINEST MISSISSIPPI TOMATOES
Quality Never Better

NEW CABBAGE AND CARROTS

BANANAS
We can now give our customers steady supplies.

CALIFORNIA AND MESSINA LEMONS

FINEST CALIFORNIA VALENCIA ORANGES

DUNCANS LIMITED

North Bay Sudbury Cobalt Timmins

If any advertisement interests you, tear it out now and place with letters to be answered.

Judge By RESULTS



RESULTS to the customer mean results to *you*. Shirriff's is 50 per cent. stronger than government requirements. It goes farther, will not bake out, and is thus most economical.

Shirriff's

True Vanilla

is made from the very best vanilla beans the world can produce—the Mexican. Our special process takes a whole year to complete. No wonder Shirriff's is the strongest, purest and most economical extract of all and, therefore, the best seller.

It's good business to give Shirriff's a tryout on your shelves. Write us.

Imperial Extract Co.
Toronto

JELL-O

GENESEE PURE FOOD CO.

Assorted case, contains 4 doz., per doz.	$1 15
Assorted case, 2 doz., per doz.	1 15
Lemon, 2 dozen, per doz.	1 15
Orange, 2 dozen, per doz.	1 15
Raspberry, 2 dozen, per doz.	1 15
Strawberry, 2 dozen, per doz.	1 15
Chocolate, 2 dozen, per doz.	1 15
Cherry, 2 dozen, per doz.	1 15
Vanilla, 2 dozen, per doz.	1 15

Weight: 4 doz. case, 15 lbs., 2 doz., case, 8 lbs. Freight rate, 2d class.

JELL-O ICE CREAM POWDERS

Assorted case, 2 doz., per doz.	$1 35
Chocolate, 2 doz., per doz.	1 35
Vanilla, 2 doz., per doz.	1 35
Strawberry, 2 doz., per doz.	1 35
Lemon, 2 doz., per doz.	1 35
Unflavored, 2 doz., per doz.	1 35

Weight 11¾ lbs. to case. Freight rate, 2d class.

KLIM

Hotel size, 6 10-lb. tins to case	$15.50
Household size, 1-lb., 24 to case	6.30
Sample size, 4-oz., 48 to case	4.50

THE CANADA STARCH CO., LTD., EDWARDSBURG BRANDS and BRANTFORD BRANDS

Laundry Starches— Boxes	Cents
40 lbs. Canada Laundry	.09½
40 lbs., 1 lb. pkg., White Gloss	.10
48 lbs., No. 1 White or Blue Starch, 3-lb. cartons	.10½
100-lb. kegs, No. 1 white	.10
200-lb. bbls., No. 1 White	.10
50 lbs., Edwardsburg Silver Gloss, 1-lb. chromo pkgs.	11½
48 lbs., Silver Gloss, in 6-lb. tin canisters	.13
36 lbs. Silver Gloss, in 6-lb. draw lid boxes	.13
100 lbs., kegs, Silver Gloss, large crystals	.11
40 lbs., Benson's Enamel, (cold water), per case	3.25
20 lbs. Casco Refined Potato Flour, 1-lb. pkgs.	.15
Celluloid, 45 cartons, case	4.50
Culinary Starch.	
40 lbs., W. T. Benson & Co.'s Celebrated Prepared	.11½
40 lbs. Canada Pure Corn	10½
20-lb. Casco Refined Potato Flour, 1-lb. pkgs.	.18

(20 lb. boxes, ¼c higher, except potato flour)

BRANTFORD STARCH

Ontario and Quebec.

Laundry Starches— Canada Laundry	$0 09½
Acme Gloss Starch— 1-lb. cartons, boxes of 40 lbs.	1 10
First Quality White Laundry— 3-lb. canisters, cs. of 48 lbs.	0 10½
Barrels, 200 lbs.	0 10
Kegs, 100 lbs.	0 10
Lily White Gloss— 1-lb. fancy carton cases, 30 lbs.	0 11
8 in case	0 12½
6-lb. toy trunks, lock and key, 6-lb. toy drum, with drumsticks, 8 in case	0 12½
Kegs, extra large crystals, 100 lbs.	0 10½
Canadian Electric Starch— ..	
Boxes containing 40 fancy pkgs., per case	3 25
Celluloid Starches— Boxes containing 45 cartons, per case	4.50
Challenge Prepared Corn— 1-lb. pkts., boxes of 40 lbs.	0.10

SYRUP

THE CANADA STARCH CO., LTD., CROWN BRAND CORN SYRUP.

Perfect Seal Jars, 3 lbs., 1 doz. in case	$4.25
2-lb. tins, 2 doz. in case	4.65
5-lb. tins, 1 doz. in case	5.20
10-lb. tins, ½ doz. in case	4.95
20-lb. tins, ¼ doz. in case	4.90

(Prices in Maritime Provinces 10c per case higher).

Barrels, about 700 lbs.	$0.07
Half bbls., about 350 lbs.	0.07¼
¼ bbls., about 175 lbs.	0.07½
2-gal. wooden pails, 25 lbs.	2.15
3-gal. wooden pails, 28½ lbs.	3.25
5-gal. wooden pails, 65 lbs.	5.25

LILY WHITE CORN SYRUP

2-lb. tins, 2 doz. in case	$5.15
5-lb. tins, 1 doz. in case	5.70
10-lb. tins, ½ doz. in case	5.45
20-lb. tins, ¼ doz. in case	5.40

ST. LAWRENCE SUGAR REFINING CO.

Crystal Diamond Brand Cane Syrup

2-lb. tins, 2 doz. in case	$5 50
Barrels, per 100 lbs.	3 00
½ barrels, per 100 lbs.	3 25

INFANTS' FOOD

MAGOR, SON & CO., LTD.

	Doz.
Robinson's Patent Barley— 1 lb.	$4 00
½ lb.	2 00
Robinson's Patent Groats— 1 lb.	$4 00
½ lb.	2 00

NUGGET POLISHES

	Doz.
Polish, Black, Tan, Toney Red and Dark Brown	.90
Card Outfits, Black and Tan	3.80
Metal Outfits, Black and Tan	4.50
Creams, Black and Tan	1.25
White Cleaner	1.25

IMPERIAL TOBACCO CO. OF CANADA, LIMITED. EMPIRE BRANCH

Black Watch, 9s, lb.	$1 08
Bobs, 11s	0 92
Currency, 11s	0 90
Stag Bar, 8s, boxes 5 lbs.	0 96
Pay Roll, thick bars, 9s	1 10
Pay Roll, plug, 9s and 6-lb. caddies	1 10
Shamrock, 8s, ½ cads., 12 lbs., ¼ cads., 6 lbs.	0 96
Great West Pouches, 8s, 3-lb. boxes, ½ and 1-lb. lunch boxes	1 00
Forest and Stream, tins, 10s, 2-lb. cartons	1 20
Forest and Stream, ¼s, ½s, and 1-lb. tins	1 20
Forest and Stream, 1-lb. glass humidors	1 50
Master Workman, 8s, 2-lb. cartons	1 00
Master Workman, bars, 6s, 2/3s, ½ butts, 9-lb. boxes, 3 lbs.	1 10
Derby 8s, 4-lb. boxes	0 95
Old Virginia, 12s	1 50
Old Kentucky (bars), 7s, boxes, 7 lbs.	1 10



Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the Watford Mfg. Co., Ld., Delectaland, Watford, England. 169

WETHEY'S

Orange Marmalade

excels all others



Putting this case on your counter, will put money in your cash register

Our advertising is creating an ever-increasing demand for this new and improved tablet form of the old, reliable herb remedy. Live dealers are taking advantage of the growing popularity of

COBBAN'S HERB TABLETS

Packed one dozen cartons to the box. Each carton contains fifty tablets and retails at 25 cents. This remedy is guaranteed. It pleases folks and brings them back to your store for more. You make a liberal profit on each sale. Write for particulars of our dealer proposition now, and secure the business that is going.

MUNCEY SUPPLY COMPANY

Muncey - Ont.

Maclure & Langley, Toronto
Distributors for Ontario.

Watson & Truesdale, 120 Lombard Street, Winnipeg,
Distributors for Canadian North-West

Robert Gillespie Co., Vancouver,
Distributors for British Columbia and Alberta.

When in need of

Wrapping Paper
Twines & Cordage

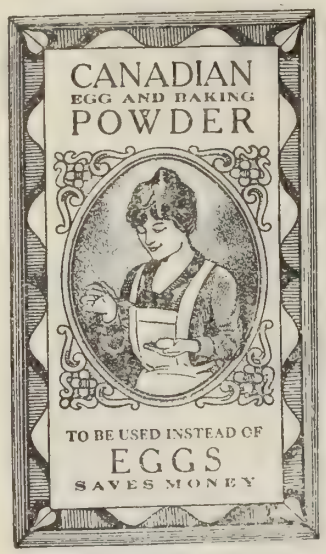
Brooms
Brushes
Baskets

Grocers' Sundries

Walter Woods & Co.

Hamilton & Winnipeg

It saves the Eggs!



As a substitute in cake and pastry making

CANADIAN EGG & BAKING POWDER

is entirely dependable. The high grade ingredients from which Canadian Egg & Baking Powder is made preclude any possibility of unsatisfactory results.

Your trade will be quick to appreciate the great economy of this egg substitute.

Show it in your window displays.

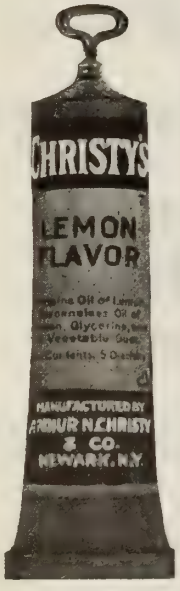
AGENTS

Robt. Gillespie Co., Winnipegand Vancouver.
Johnston Brokerage & Drayage Co., Sherbrooke, Que.

The
ECONOMICAL MILL
817 Laurier Ave., Montreal

The right kind of food flavors to recommend—

CHRISTY'S
Non-Alcoholic
Food Flavors



With all the delicious qualities of fresh fruits, vegetables and spices these Christy Non-Alcoholic Food Flavors are lines of real merit—lines you can recommend to your trade, confident that their quality will satisfy—always.

Christy's are the ideal Non-Alcoholic Food Flavors. Consequently the Canadian demand is growing steadily bigger. Get your share by stocking now and recommending Christy's as the Food Flavors of tip-top quality.

Ask your wholesaler. He can also supply you with the other Christy sellers, including Baking Powder, Gelatine and Toilet Preparations, Perfumes, Silver Polish, etc.

Arthur N. Christy and Company
Newark, New York State
U.S.A.

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Wanted

LASSIFIED ADVERTISING

Advertisements under this heading 2c per word r first insertion. 1c for each subsequent.

Where replies come to our care to be for-arded, five cents must be added to cost to cover stage, etc.

Contractions count as one word, but five figures s $1.000) are allowed as one word.

Cash remittances to cover cost must accom-ny all advertisements. In no case can this rule overlooked. Advertisements received without mittances cannot be acknowledged.

WANTED

XPERIENCED SALESMAN COVERING Western Provinces would handle additional aple lines on commission. Address Box 305, nadian Grocer.

EAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. rite The Drug Exchange Co., P.O. Box 1343, ontreal, Que.

ALESMAN COVERING QUEBEC CITY AND District, is open to book several side lines; siting Grocers, Butchers, Druggists, Restaurants. G. G., 384 Valier St., Quebec.

ANTED—A GROCERY MANAGER FOR NEW up-to-date store in centre of prosperous city ar Toronto. Must have thorough knowledge of Cash or Cash and Carry system, give age and perience with reference. Box 333, Canadian rocer.

SITUATIONS WANTED

ROCERY STORE MANAGER WITH FIFTEEN years' experience desires position in Ontario Nova Scotia. Good window trimmer and card riter. Best references. Box 402, Canadian rocer.

FIXTURES FOR SALE

VERY MERCHANT WHO SEEKS MAXIMUM efficency should ask himself whether a Gipe-azard Cash Carrier, as a time and labor saver, not worth more than the high-priced labor hich it liberates. Are you willing to learn more out our carriers? If so, send for our new talogue. J. Gipe-Hazard Store Service Co., mited. 113 Sumach St., Toronto.

MISCELLANEOUS

ROCERS—INCREASE YOUR PROFITS SELL-ing Neal's Bread; shipping service unexcelled Western Ontario delivery only); four factories: indsor, London, Sarnia, St. Thomas. Neal aking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Navel Oranges

Nova Scotia and Georgian Bay Brand

Apples

Tomatoes

Get in touch with us today

Lemon Bros.

Owen Sound

Ont.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¼-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

HO-MAYDE BREAD IMPROVER

Makes bread of better color and quality. Means a larger loaf. It makes the sponge rise sooner, even if chilled.
We are inundated with letters from housewives who want it. YOU supply them. Sells in 15c packets.

Makers Ho-Mayde Products Co. TORONTO
Western Agents C. & J. Jones WINNIPEG

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa.
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal.

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

THE "WANT" AD.

The "want ad." has grown from a little used force in business life into one of the great necessities of the present day.

Business men nowadays turn to the "want ad." as a matter of course for a hundred small services.

The "want ad." gets work for workers and workers for work.

It gets clerks for employers and finds employers for clerks. It brings together buyer and seller, and enables them to do business though they may be thousands of miles apart.

The "want ad." is the great force in the small affairs and incidents of daily life.

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON

JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.



To Manugacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents' directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

We shall be glad to furnish you with other rates upon application.

Canadian Grocer
143-153 University Ave.
TORONTO

ROYAL ACADIA SUGAR

"EVERY GRAIN PURE CANE"

—the sugar that always pleases

There is no finer grade of refined sugar than Royal Acadia.

Housewives like Royal Acadia Sugar. They know the satisfaction it gives for every purpose, where good sugar is required.

Royal Acadia is put up in 2 and 5-lb. Cartons, 20 and 100-lb. bags, half-barrels and barrels.

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR &CO.

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

CHICKEN A LA KING

Blue Seal Brand

This is a very saleable line and one that will net you respectable profits. It is a wholesome, economical and very palatable food. The containers are nicely labelled, making possible striking displays, which in turn guarantee you the customers' attention and quick, easy sales.

Try Chicken a la King.

E. W. Jeffress, Limited

WALKERVILLE, ONT.



WE ASK YOU TO SELL LESS FLOUR

FROM a flour milling company this request seems strange, but we make it from our knowledge of world conditions. The fact of the matter is that the advertising of FIVE ROSES flour has been entirely too successful in the past — the popular demand is too great.

In the vital interest of our Allies and the fighting forces of the Empire, the consumption of wheat flour must be reduced at once. It is our individual problem to help feed our Allies by sending them as much as we can possibly save of the most concentrated nutritive value in the least shipping space. And that means Wheat and Flour. Not only must we eliminate waste, we must consume less wheat and flour. We must export more. This is the pressing necessity that must be brought home to the consumer. As a distributor of flour, you can assist tremendously by suggesting the substitution of other cereals than wheat. You can suggest the use of cornmeal, oats, buckwheat, rye, barley, potato flour, rice and tapioca flour.

Do your part at the retail end. Every cupful of flour, every handful of wheat you induce the housewife to save is your sorely needed share in winning the war. Thereby do you perform a patriotic duty, thereby do you promote the sale of other profitable lines.

Users of FIVE ROSES flour are imbued with the proper patriotic spirit. They will appreciate your suggestions, and they will conserve the flour so essential to the Allied Cause.

Lake of the Woods Milling Company, Limited
Makers of "Five Roses" Flour
CANADA

Canada Food Board License Nos. 11-14

HELP US TO SAVE FIVE ROSES FLOUR

CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, JUNE 21st, 1918 No. 25

Welch's

GRAPELADE

A PURE Grape Jam—skins, seeds and acid crystals removed, GRAPELADE will secure a quick response from your customers. Freedom from mould and crystallization, and retention of the original grape flavor, all these have been accomplished in GRAPELADE. It concentrates and keeps for you the delicate fragrance of Ontario's choicest Concords.



WITH toast, muffins, sandwiches, cold cuts, tarts, ice cream, etc., GRAPELADE makes a delicious and satisfying spread. When it is on the table butter is superfluous.

IF you haven't on display a stock of this attractively wrapped, palatable food, write us for more information, giving the name of your distributor.

$6.50 per case east of Fort William
$6.75 per case west of Fort William
Pack 36 Twenty-five cent tins to the case

The Welch Co., Limited
St. Catharines, Ontario

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circula tions.
Copy of report will be sent on request to anyone interested.

KNOW YOUR GOODS — AND SHOW THEM

Know your most profitable lines. Find out their good points. Tell your customers about their merits.

You know O-Cedar Products are profitable. Their merits are being constantly advertised, but by calling your customers' attention to some of these merits, you can increase sales surprisingly.

O-Cedar Products lend themselves to attractive store display—put these displays where the customer can see, and handle the merchandise. People quickly buy things they can handle. Have an O-Cedar Polish Mop where your customers can handle it—thus you will sell more mops.

An O-Cedar Polish Mop is an essential to modern housekeeping. Its long 54-in. handle eliminates stooping and bending, or getting on step-ladders and chairs to dust high places.

It is treated with O-Cedar Polish and packed in a tin container which may be used later for re-treating the mop. Two styles, round and triangular in shape, price $1.50.

O-Cedar Polish Mop and O-Cedar Polish are indispensable to Housecleaning. Since we always have dust and dirt to clean—O-Cedar Products sell all the year round. Put in Window Displays of O-Cedar Products. Worth pushing as they pay a real net profit.

Ask your jobber for O-Cedar Products.

CHANNELL CHEMICAL COMPANY, LIMITED
Toronto Ontario



O-Cedar Polish

KRAUT IS DUTCH—NOT GERMAN!

If any of your customers have scruples about eating Kraut for patriotic reasons, just refer them to the following dispatch from Washington:—

"Washington, May 30th.—Sauer Kraut may be eaten without disloyalty. The Food Administration to-day explained that the dish is of Dutch, rather than German origin and that those who make free use of it will be performing a patriotic service by stimulating a greater use of cabbage and thus saving staple foods needed abroad."

"Simcoe" and "Dominion" Brand KRAUT

is of the highest quality. Its delicious flavor appeals to every taste. Order a supply, but order quick—the supply is limited. Telegraph your order to-day at our expense.

Dominion Canners Limited
Hamilton, Canada

DOMINION CANNERS LIMITED
HAMILTON, CANADA

"The Seal of Quality"

VACATION DAYS



--days when Borden Milk Products are more saleable than ever

IF there is any one time when Borden convenience has a stronger than usual selling appeal, it is during the Summer season, when all manner of holiday folk appreciate the many big advantages of Borden Products.

The first thought of the prospective camper or picknicker is of something good to drink, something that is easily carried and is easy to prepare.

Here is a big opportunity for the wide-awake grocer to suggest Borden suitability in window trims and counter displays. Borden Products are refreshing and nourishing, whether made right on the spot or previously prepared and carried in a Thermos Bottle.

Borden's "Reindeer" Coffee and "Reindeer" Cocoa are two especially good lines for your "Vacation Hints" display.

Have you a good stock on hand?

Borden's



Bordens



Borden Milk Co., Limited

"Leaders of Quality"

MONTREAL

Branch Office: No. 2 Arcade Bldg., Vancouver



A PERFECT PRODUCT

Bowes Peanut Butter measures fully up to this description. It is a product which you can sell with every assurance in its ability to create repeat business. Its pure, rich flavor, its velvety smoothness and its unquestioned value as a food make it popular with all classes of people.

The Summer is a particularly good "sales season" for this well-known food. Will you be in a position to supply the demand which will inevitably be made upon you?

ORDER FROM YOUR JOBBER, OR WRITE US DIRECT

KING GEORGE'S NAVY

CHEWING TOBACCO

A Fine Satisfying Chew

Proof that King George's Navy Chewing Tobacco meets with the approval of the men is evidenced by the regular repeats which follow first sales. You will like how King George's Navy sells and you will like the wide profit margin also.

Ask your wholesaler for a supply.



Rock City Tobacco Co., Ltd.

CLARK'S

PREPARED FOODS



Your time is valuable, Mr. Grocer, and help is costly, so that it is to your interest to make your sales quickly.

Tell your Customer that you keep CLARK'S.

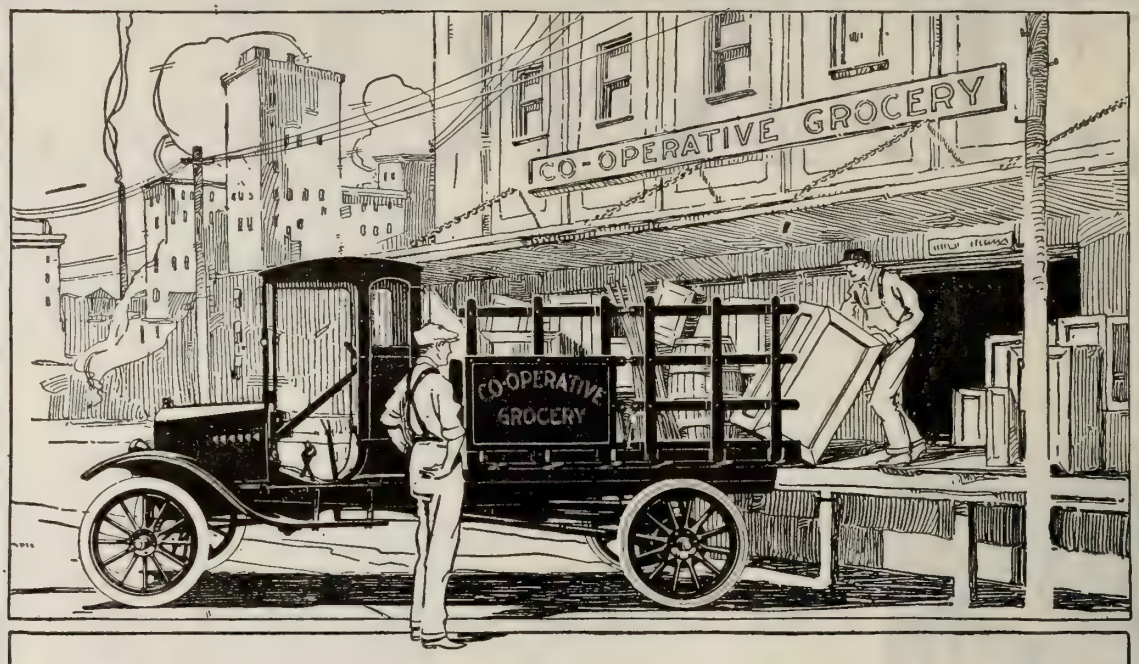


She knows their quality and economical value.

We advertise them.

You get the benefit in quicker sales.

W. CLARK LTD. Clark's **MONTREAL**



"When Can You Deliver?"

THAT'S the customer's first question, usually. How do you answer him?

Your goods may be superior, your clerks may be courteous, your store attractive, but, after all, unless your deliveries are prompt and dependable, your customers will be disappointed and trade elsewhere next time. Do you realize how many people judge a store by its deliveries?

Is your delivery system on a par with the rest of your business? Does it draw new trade or lose customers for you? Are your horses as suitable for you as they were at one time? If not, why do you persist in being a little behind the times, when a Ford One Ton Truck would be more in line with your other business standards?

Perhaps your deliveries cost you too much. If you are using motor trucks, they may be too heavy for your line of business and therefore too expensive. The Ford Truck uses less fuel when handling a full load than some trucks use running empty.

The Ford One Ton Truck is a money saver, so why not modernize this department of your business at once?

Ford

THE UNIVERSAL CAR

One-Ton Truck	$750
Runabout - -	575
Touring - - -	595
Coupe - - -	770
Sedan - - - -	970
Chassis - - -	535

F. O. B. Ford, Ont.

All prices subject to war tax charges, except trucks and chassis

Ford Motor Company of Canada, Limited

Ford - - Ontario

Your Stock



is incomplete without a supply of Ever Ready Cocoa. It is a delicious, economical food beverage and sells at popular prices, giving the retailer a fair profit.

Ever Ready Cocoa is sold by leading jobbers.

LITSTER PURE FOOD CO., Limited
Toronto

We Grow - We PACK - We Sell

Arrangements are now perfected giving us our own packing plants in the heart of the prune and apricot growing districts of California. This is just one more progressive step insuring a control of adequate packing facilities and the absolute standardization of

Sunsweet

quality. Place your orders now for Sunsweet. To both dealer and consumer it represents the dominating brand of dried prunes and apricots.

California Prune and Apricot Growers, Inc.
Main Office, San Jose, Cal.
A co-operative growing, packing and marketing association embracing more than 5,000 growers engaged in this industry in California.

Canadian Representatives
Sainsbury Bros.

Sunsweet
CALIFORNIA PRUNE AND APRICOT GROWERS

Board of Trade Bldg.
Toronto, Canada

The Submarine Menace

necessitates the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S
DOG CAKES
Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.



ABOUT YOUR BRUSH TRADE

Are you content with the profits from your brush counter?
There's big money waiting for you in

KEYSTONE HOUSEHOLD BRUSHES

Quick turnovers, moderate prices, good profits and satisfied customers all combine to make the Keystone line one of the most profitable lines you can handle. Write to-day for particulars and prices on Keystone Brushes and Nugget Brooms.

STEVENS-HEPNER CO., Limited
Port Elgin, Ontario

Get prices and information about the "Nugget" Broom and the rest of the famous Keystone Brand Brooms and Brushes.

BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.) HAMILTON

Order some Nootka Pilchards 48 1-lb. tall tins. This line is cheaper than Salmon, and a new fish on the market.

BRISTOL, SOMERVILLE & CO.

Canadian Food Control License No. 6-058 WHOLESALE GROCERS



Less of EGG-O
—just a level teaspoonful

Egg-O Baking Powder is economical. Just a level teaspoonful to a cup of well-sifted flour is the correct proportion.

Egg-O Baking Powder is reliable. It always gives the housewife excellent results—the very best results—whether used with sweet milk, sour milk, buttermilk or water.

Boost Egg-O Baking Powder. Take it off your shelf and hand it to your customers with your best recommend.

It will live up to it.

Egg-O Baking Powder Co., Limited

HAMILTON, CANADA

Furnivall's FINE FRUIT PURE JAM

—the jams that are recognized in every community as the standard of jam quality.

Selected sun-ripened fruits, pure cane sugar, a factory up-to-the-minute in every essential—these are reasons why Furnivall's Jams excel.

Are you selling Furnivall's?

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

FURNIVALL-NEW, Limited

Hamilton, Canada

"E.D.S." Strawberry Jam



A Canadian-made jam that always repeats

The 1918 Pack will soon be ready for shipment

And the quality—well, you know the quality back of the "E. D. S." label—delicious, wholesome, customer making.

It is the quality that will make the new season's "E. D. S." Strawberry Jam one of your best sellers and profit makers.

Send in your order to any of the undermentioned agents.

E. D. Smith and Son Limited

WINONA, ONT.

AGENTS: Newton A. Hill, Toronto; Eastern Representative: Wm. H. Dunn, Limited, Montreal; Alberta Representative: Donald H. Bain Co., Calgary, Alta., Edmonton, Alta.; Watson & Truesdale, Winnipeg; B.C. Merchandise Brokerage Co., Vancouver, B.C.

COX'S

the people's favorite

That Cox's Instant Powdered Gelatine possesses the confidence and the appreciation of the public may be judged from the increasing sales which it is constantly producing. This popularity is due to the purity and delicate flavor which is a marked characteristic of Cox's. Good grocers everywhere sell Cox's Instant Powdered Gelatine and find it worth featuring. So will you.



BRITISH MADE

BIG PROFITS ON DAVIS CIGARS

Retailer's profit on this order is $11.24—equal to over 42.70%.

Messrs. S. Davis & Sons, Limited,
Box 630, Montreal.

Please send me, not later than ..... by express prepaid, the assortment of 500 cigars, described below, value $26.86.

Usual Selling Price	Quantity of Boxes		Brand	Price Per 1000		Wholesale Discount	Net
2 for 25c	2	50	NOBLEMEN	$100.00	$5.00	Less 10%	$4.50
10c	2	100	PERFECTION	72.00	7.20	"	6.48
3 for 25c	2	100	GRAND MASTER..	64.00	6.40	"	5.76
30c	20	100	MIDGETS (5 in a box)	48.00	4.80	"	4.32
5c	1	100	LORD TENNYSONS	41.00	4.10	Less 5%	3.90
5c	1	50	Cables	40.00	2.00	"	1.90
							$26.86

Business name .....Address .....

Send by ..... Express

*If you send cash with order, deduct 2% cash discount and remit $26.32 only.

SEND IN YOUR ORDER PROMPTLY

500

Sell the Milk Products that you know are right

Malcolm Milk Products are made under conditions that are an absolute guarantee of purity and deliciousness.

The vicinity of St. George, Ont., is one of the finest dairy sections in Canada. The milk used in Malcolms is produced here, selected and processed under the very strictest surveillance.

Malcolm Milk Products are made up to a standard beyond which there is no better.

Make these All-Canadian Milk Products your leaders. They are good repeaters and profit-makers.

And their goodness always satisfies.

We deliver 5-case lots to any point in Ontario, Quebec and Maritime Provinces, prepaying freight up to 50c. per 100 lbs.







THE
MALCOLM CONDENSING CO., LTD.
St. George, Ontario
The All-Canadian Condensed Milk Company

Mr. George Washington of New York Says

that he has turned the entire output of the G. Washington Refined, Soluble Coffee, over to the Government for the Soldiers in the front line trenches Overseas.

He hopes shortly to be able to again supply the trade; in the meantime you and your customers' indulgence is asked.

Hand her a jar of
OLIVE BUTTER



and note how its tasty wholesomeness will win her instant approval.

Olive Butter is an extra delicious table delicacy, made from the very purest ingredients — Selected Pure Spices, Olives, Pimento and Malt Vinegar.

The goodness of Olive Butter will make many extra sales for you and add materially to the prestige of your store.

Order a trial supply.

E. W. Jeffress, Limited
WALKERVILLE, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

WATSON & TRUESDALE

Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage Storage Distribution

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.

Manufacturers' Agents and Commission Brokers

402 Chamber of Commerce
Winnipeg - Manitoba

We will push your product in the West

Get the very best results from this prosperous field by letting us represent your interests right on the spot.

Twelve aggressive men (nine doing retail work exclusively) guarantee you rapid results.

Full particulars without any obligation from

SCOTT-BATHGATE CO., LTD.

Wholesale Grocery Brokers and Manufacturers' Agents

140 Notre Dame Ave. E., WINNIPEG



MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. Write us.
Correspondence Solicited.

Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.

F. D. COCKBURN CO.
WINNIPEG

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND
CONFECTIONERY
SPECIALTIES

C. & J. JONES
WINNIPEG - VANCOUVER
Wholesale Commission Brokers and Importers

During the fifteen years we have been on this Western market, we have built up a big business with European manufacturers. We give the same attention to Canadian and American manufacturers. Write for details of our service.

205 CURRY BUILDING
WINNIPEG

Williams Storage Co.
WINNIPEG

Lessees
WINNIPEG WAREHOUSING CO.
288 Princess Street

Owners
C. S. TURNER CO.
147 Bannatyne Avenue

Prompt and Efficient SERVICE

Bonded or Free Storage
Track Facilities Steam Heating
WAREHOUSING DISTRIBUTING
STORAGE

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents

1206 McArthur Bldg., Winnipeg

We have the facilities for giving manufacturers first-class service.

Warehouse Space To Rent

We have to rent in our Calgary warehouse two floors 50 x 110, and two floors in our Edmonton warehouse 50 x 120. These warehouses are located in the centre of the wholesale district, are of finest mill construction, and are equipped with two elevators. Lowest rate of insurance and good loading and trackage facilities. If you require warehouse space in Calgary or Edmonton, write our offices at these points.

DONALD H. BAIN Co.

Wholesale Commission Merchants and Brokers

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

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Established 1885
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Coffee, Its History Classification and Description
By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include:

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

It Will Pay You to Send at Once.
MacLean Publishing Co.
Technical Book Department.
143-153 University Avenue, Toronto.

To Manugacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents' directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

Canadian Grocer
143-153 University Ave.
TORONTO

EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

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ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
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GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

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BOARD OF TRADE BUILDING, MONTREAL

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WHOLESALE GROCERY BROKERS
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Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal. P.Q.

Gaetz & Mosher
MANUFACTURERS' AGENTS AND GROCERY BROKERS
P. O. BOX 145 HALIFAX, N.S.

Get stocked now with

MacKay's Pearl Barley Flour

This is a delicious, nourishing BARLEY FOOD that's easy to sell and certain to satisfy.

For Infants, Invalids and Aged People it is particularly suitable. The nursing mother's best friend.

Very desirable in the kitchen for thickening soups and gravies. Gives them a delightful flavor.

It's the real MacKay

If your wholesaler hasn't got MacKay's, write to-day to



Recommended by Dr. McGill, the Dominion Chief Analyst, Ottawa.

John MacKay Co., Limited
BOWMANVILLE, ONT.
Only Exclusive Pot and Pearl Barley Mill in Canada

It has a real food value

This coupled with its delightful Concord flavor has made Marsh's the favorite Grape Juice of people who know.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents:

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.



John Wanamaker's Dominance

JOHN WANAMAKER surpassed the merchants of the days of his beginning because he had an idea that they didn't have: namely, to multiply sales and customers. John Wanamaker has possessed this identical idea ever since, and it has made him the prince of merchants.

Smaller men among manufacturers and retailers lack this idea: they devote more thought and effort to buying right and running their business trimly. But they are not master merchants.

Now great success cannot come to any firm or any man apart from the Wanamaker idea—which is to multiply sales and customers. Given this idea, and pursue it ardently always, and fortunes and dominance are secured.

The winning and holding of customers and the enlargement of sales call for tne employment of advertising. The printed solicitation gets to buyers that flesh-and-blood salesmen cannot get to, and gets to them at right times, and wears down resistance. Printed solicitations produce friendliness, and accelerate the traveller's sales efforts when he calls. Printed solicitations lower the cost of selling. The flesh-and-blood man cannot call on men for much less than $2 a call. The printed solicitation can make calls for as low as a cent a call.

A cent a call! For this very small sum a seller can have access to a very complete list of buyers—the best of them as well as the most of them. A seller can get to this fine company of buyers no matter where they may be—in large cities, in crossroad villages, in off-the-main-line towns. He can get to foreign prospects—in Newfoundland, British West Indies, in South America. A seller can have access to a class of men who have formed the habit of reading advertisements as a necessary part of their day's work; and reading in particular the advertisements which are carried in their specialized business newspaper which they subscribe to, paying cash in advance therefor, and which they rely on for complete news relating to their business, including the news of advertisers—their proposals or statements about their goods.

All this for a cent a call!

Are you a director or official, with a voice in the selling policies of your house? And are you discouraging the use of advertising when advertising proposals come up for consideration? Think of John Wanamaker, Timothy Eaton, Marshall Field, Gordon Selfridge, Sears-Roebuck, Butler Bros., and a score of other firms making a great success. Think of the firms in Canada who have built up tremendous demand for their trade-marked, standardized and advertised product. And analyze the reasons for their great success. You will perhaps then have a new view concerning the function and value of advertising as a sales force or agent.

Then consider the cheapness of advertising to the retailer. You will get help from the table following:

	Cost per page (minimum)	Cost per year for page space	Cost per call
Dry Goods Review	$35	$420	1 2-5 cents
Men's Wear Review	30	360	2 cents
Canadian Grocer	24	1,248	5-11 cents
Hardware and Metal	24	1,248	8-11 cents
Bookseller and Stationer	25	300	1 2-3 cents
Sanitary Engineer	16.70	400	1 3-4 cents

PRINTED solicitation at such low cost ought assuredly to be incorporated into the selling plans of every wholesale or manufacturing firm relying on retailers to distribute their products or merchandise. Will you discuss the matter with us?

The MacLean Publishing Co., Limited

Toronto, Canada

Also at Montreal, Winnipeg, New York, Chicago, Boston and London, Eng

Customers are giving more thought to what is economical and what is not than ever before

Grocers and clerks who study economy and are able to advise customers as to what goods are really economical, are encouraging the marketing of good merchandise, conserving the food supply, and gaining the confidence of their customers in a way that will be appreciated.

The tea that never fails to create confidence. Truly economical.



One pound makes 250 cups, about ¼ of a cent per cup.

T. H. Estabrooks Co., Limited

St. John, Toronto, Winnipeg, Calgary

Canadian Food Control License, No. 6-276

In which class is *your* store?

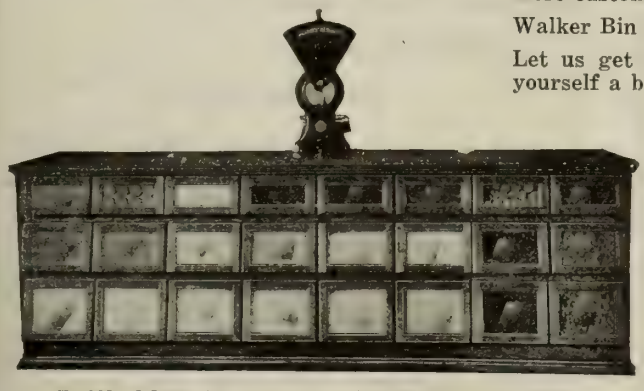
Is it in the class of 50 years ago—handicapped with obsolete, time-wasting, money-leaking equipment—or is it a Walker Bin equipped store, efficient and well managed, as only a Walker Bin store can be?

The time when any old equipment answered the purpose is past for good.

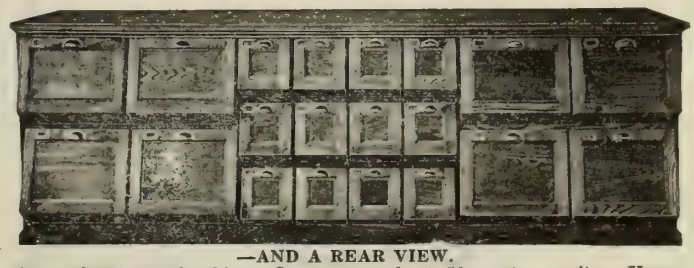
If your business is worth running at all, it deserves a chance of success—**it deserves that you equip it to serve more customers with 25% less labor.**

Walker Bin equipment will do this for you.

Let us get together now and talk things over. You don't obligate yourself a bit by writing for catalog and full particulars.



FRONT VIEW OF OUR NO. 3 UNIVERSAL COUNTER.
Three rows of bevel displays in line of vision. The glass in top row 4" x 10"; middle row 6" x 10"; lower 8" x 10", giving assorted displays of small capacity, affording a maximum display with minimum stock.



—AND A REAR VIEW.
Shows three capacity bins. Lower row about 56-quart capacity. Upper row about 52-quart capacity, with removable division in centre. Small centre bins 10-quart capacity, with removable division. Made in stock lengths 9 ft., 12 ft. 4 in., 15 ft. 8 in. (9 ft. length shown). By adding one bin to row on either side of centre unit gives additional 3 ft. 4 in. counter length. All Patented Gravity Closing Bins—not drawers.

The Walker Bin & Store Fixture Co., Ltd.

Kitchener, Ont.

If any advertisement interests you, tear it out now and place with letters to be answered.

THE NEW APPETISER

Delicious Flavour **SAVORA** *Delicate Aroma* **SAVORA**



Made by J. & J. Colman, Ltd., London, England, with Colman's D.S.F. Mustard.

Therefore, Savora can be recommended to your customers without hesitation as the best Mixed Mustard packed.

In large glass jars to retail at 35c In small glass jars to retail at 20c

Let us send you a case of each

MAGOR, SON and COMPANY, LIMITED

191 ST. PAUL ST. W., MONTREAL Canadian Agents 30 CHURCH ST., TORONTO

WETHEY'S

Orange Marmalade

excels all others

Tasty Table Delicacies

Universal Fruit Sauce

Chili Sauce

Tomato Chutney

East India Relish

These goods are attractively packed and find a ready sale. If you do not already stock them, place a trial order with your jobber.

Manufactured by

Taylor & Pringle Co.
Limited
OWEN SOUND

CANADIAN GROCER

Vol. XXXII. TORONTO, JUNE 21, 1918 No. 25

Prospects for Summer Fruit

Yield in Most Varieties Will be Limited—Winter Killing and Frost Has Seriously Curtailed the Production of Many Lines of Fruit—Tomatoes Will be Bumper Crop, but Peaches Will be Very Light

A REPRESENTATIVE of CANADIAN GROCER spent some time during the past week in visiting the Niagara fruit belt to get some first-hand information as to the prospects for fruit in that section.

Early reports were of a very optimistic character, and a bumper crop of almost every variety of fruit was expected. Conditions have changed somewhat of late, however, and the conditions that exist at present are hardly as favorable as were at first expected.

In the early fruits, strawberries are going to be very light. In the Jordan and Beamsville section these are just beginning to come on the market, but nowhere in the district between Toronto and Queenston is there any great supply. One reason for this is that fruit farmers fearing the difficulty of getting pickers have not planted as heavily as is customary for some years past and this, in conjunction with a light crop, has meant a very decided scarcity. Berries were being quoted at Beamsville at the end of the week at $6.00 per 24-crate, a rather surprising figure for Canadian stock. While of course there will be a decline from this figure, there is no likelihood of there being cheap strawberries at any time during the season. There will be a fair movement by the time CANADIAN GROCER is off the press, and about the beginning of next week the shipments will be about at their height. From the Maritimes very favorable reports are received of the strawberry crop. Quebec berries have wintered well and will be a fair crop. The British Columbia crop, however, was considerably damaged by early frosts. Raspberries fortunately give every evidence of being a heavy crop, and will in a measure make up for the scarcity of strawberries. Currants are generally light, and blackberries have been badly frost killed. Tomatoes on the other hand will show a bumper crop.

Record Crop of Tomatoes

There has been a very heavy acreage of tomatoes planted and they have done well to the present. The weather, while not warm, has fortunately been free from frost, and excessive moisture that has been so detrimental to this crop in the past, so that there is every indication of a bumper yield.

Sweet Cherries Will be Scarce

In other fruits there is again a general scarcity. Cherries, especially sweet cherries are a very light crop. With one or two exceptions they will show less than a 50 per cent. yield. This is rather surprising as the early blossom was very heavy, and gave promise of a heavy yield. The blossoms set satisfactorily too, but of late for no very well understood reason the green fruit has begun to drop and shrivel, so that the yield will only be a fraction of what was expected. Sour varieties promise a fair yield.

Peach Crop Has Been Decimated

Of all the fruits, peaches were possibly the most seriously affected. Winter killing has been general and its effect will be felt for some years to come. In some instances the severe weather of the winter has practically destroyed whole orchards, in one or two instances the grower has torn out the trees and planted new, believing that it would be easier to do this than to foster the injured trees back to health again. Every variety of peach has suffered from this winter killing. The yield in the Niagara district is not expected to reach 50 per cent. of a normal crop, while the Leamington section and other Ontario peach districts have suffered still more seriously and will probably not reach 25 per cent. of the normal. Government reports from British Columbia indicate that there also the peach and apricot crop has been seriously curtailed.

Plums Will Show Average Yield for Most Varieties

Plums which also were expected to be a bumper crop have also suffered, and there will be an average yield of approximately 75 per cent. in the Niagara district. Lombards and Reine Claude promise a fairly good crop, but unfortunately owing to the very low prices that have prevailed for the Lombard variety for a good many years past many growers have not found it profitable to grow them, and have taken the trees out, so that there is not as much to be expected from this fine canning plum as might have been the case had the acreage been as large as it was a few years ago. Bradshaws are very light indeed, and other varieties about an average.

In other sections of Ontario similar conditions prevail. There has been a serious winter killing among the more tender Japanese varieties, such as Abundance, Burbank and Red June, and only an average yield in other varieties.

Frost in B.C. Has Serious Results

From British Columbia come reports of recent damage by frost. Penticton reports the loss from this cause to amount to 50 per cent. Heavy damage is also reported from the Kelowna district, and a somewhat lighter damage at Vernon. In the Nelson section the crop is reported as fair.

Bartlett Pears Light, but Otherwise Good Yield

The prospects for pears also are not too bright though there was a very fine promise at the time of blossom. In the Burlington district there is a very light yield expected in Bartletts, Clapp, Duchess and Winter Nellis. A twenty-five per cent. yield is all that is expected in this section. In the Niagara district the promise is somewhat better, though Bartletts have suffered heavily from some cause of late that has resulted in a heavy dropping. Lambton county reports a good crop, and the Huron and Georgian Bay districts will probably show a 50 to 60 per cent. yield.

B. C. Will Have Good Pear Yield

In British Columbia pears blossomed freely, and though injured somewhat by frost this injury was not as extensive as that suffered by other fruits, and a fair yield is anticipated.

As far as it is possible to tell thus

early in the season there should be a good yield of grapes. They came through the winter well and a good average crop is expected.

Apples Good in Ontario but a Failure in Nova Scotia

The reports on applies varies with the different sections. The Nova Scotia crop will be a decided failure and is expected to be only a fraction of a normal yield. New Brunswick has suffered somewhat though not as seriously as her sister province. Ontario on the other hand will have an unusually heavy yield, while British Columbia will have about an average crop.

New Feed Standards Set

Millers Are Expected to Aid in Handling and Distributing New Stock Feeds—Some Objection Raised to the Proposals

OWING to the difficulty of getting stock feeds last winter, steps have been taken by the Organization of Resources Committee to place a standard stock food on the market.

The millers have consented to act as importers of the ingredients, manufacturers and distributors of the feeds, and to make the necessary financial arrangements. The price at which the feed is to be sold will be determined from time to time by a joint committee, composed of two representatives of the millers, two members of the committee and Mr. C. F. Bailey, assistant deputy minister of agriculture, who is to be chairman.

The Contract

Under the contract the millers agree to:

Purchase the various ingredients entering into the preparation of the feeds, according to the formulae prescribed, to the best advantage and from sources to be approved by the committee.

Assemble the same at convenient warehouses or places of storage, and there mix and prepare the feed according to the approved formulae.

Store the same pending sale and delivery.

Sell, ship and distribute the same only to such farmers' organizations or such other persons as shall be approved by the committee.

At all times maintain the standard and quality of the feeds according to the formulae supplied.

Permit representatives of the committee to have free access to the books and warehouses so as to see that the contract is being properly carried out

Furnish to the committee monthly statements of the quantities purchased, sold or distributed by each of the millers, and the quantities on hand, whether prepared or otherwise.

Sell the feeds at a cash price not to exceed $5 a ton over the actual delivered cost of the ingredients. An additional charge, satisfactory to the committee, may be made where credit is given or cartage service rendered.

Furnish the committee, when demanded, with samples of the feed for the purpose of analysis.

Duties of the Committee

The committee agrees to:

Approve such sources of supply of the ingredients as may seem proper to it.

Arrange that such ingredients may be exported from the United States and imported into Canada.

Recommend and guarantee to consumers the quality of the feeds and the food values thereof, according to formulae approved by the Ontario Department of Agriculture.

Recommend and assist in every reasonable way the millers in the sale of the feeds.

Ingredients Set

The approved formula for dairy cattle ration is: 54 per cent. of the total feed must be made up of three or four of the following feeding stuffs—oil-cake meal, cottonseed meal, soya-bean meal, velvet-bean meal, and gluten feed, the latter containing not less than 18 per cent. protein, provided, however, that not more than 20 per cent. of the total feed shall be made from any one of these feeds.

The balance of the feed shall contain sufficient hominy feed or corn to make 15 per cent. of the total feed, and one or more of the following: corn feed, barley feed, oat feed, beet pulp and wheat, bran, and any other feeds that may be from time to time approved by the Feed Committee, provided also that the completed feed shall contain not less than 24 per cent. of crude protein, 4.5 per cent. of crude fat, and 4.5 per cent. of soluble carbon hydrates, and not more than 10 per cent. of crude fibre.

The formula for the swine ration is: It shall consist of at least 6 per cent. of tankage, 20 per cent. of wheat or rye shorts, 33 per cent. of corn or hominy. The balance of the feed shall be made up of one or more of the following: corn feed, barley feed, wheat, bran, or any other feed that may be from time to time approved by the Feed Committee, provided also that the completed feed shall contain not less than 16 per cent. of crude protein, 4.5 per cent. of fat, and not more than 6 per cent. of crude fibre.

Millers are warned that they must be careful to comply with the formulae They are also advised that it would be well to secure the consent of the committee to the particular ingredients proposed before purchasing raw materials.

Some Objections

Some millers are not taking very kindly to these new feeds. They argue that most mills have popularized some standard feeds of their own and hence that it is asking a good deal to expect them to get behind the project. Also they are required to take all the risks, as they have to take out licenses for their requirements of such products as cottonseed meal for three months in advance, while they can have no possible way of judging what their demand may be.

John Ward, who conducted the Walker House, Walkerton, for a number of years, and since prohibition has conducted a grocery and butcher shop, is closing up his business and removing to London, where he proposes opening a grocery store.

U.S. Coffee Embargo Raised and Canada Gets Partial Supply

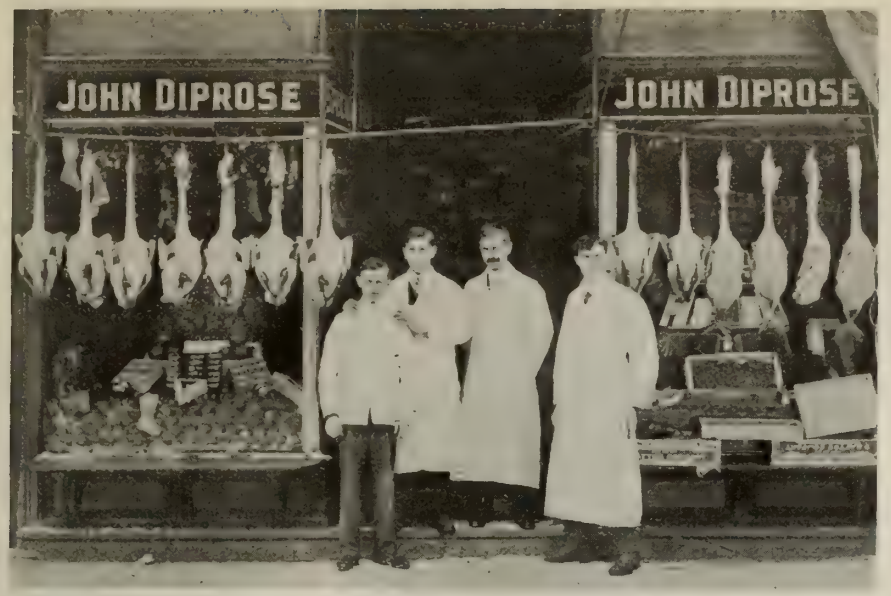
Under Arrangement Between Ottawa and Washington, Canada Has Been Apportioned Raw Coffee Equivalent to 70 Per Cent. of Her Last Year's Consumption

IT is understood that the embargo imposed against coffee shipments from the United States to Canada has been abrogated by an arrangement recently reached between Washington and Ottawa whereby a blanket license has been granted to cover the shipment of 42,000 bags of coffee. This is 70 per cent. of last year's consumption which last year stood at 60,000 bags. This amount will be divided pro rata among different importers.

The 42,000 bags will be the only coffee available from the United States, the blanket license dating from March 1, 1918, to March, 1919. This will not affect any direct shipments of course, but these are naturally of a very limited nature, as the great bulk of coffee used in Canada is from Brazil and other South and Central American countries, practically all of which is handled through American ports. Moreover, at the time the government imposed its tax on coffee it was estimated that there was but 60 days' supply in Canada, and there have been practically no stocks received since then, so that this allotment comes on an almost bare market.

These new stocks will probably be available almost at once, however, as the ships in New York harbor loaded with coffee for Canada will be unloaded promptly.

Under arrangements reached between the authorities at Ottawa and Washington future imports to Canada via the United States ports will be governed entirely by licenses issued from Ottawa.



The John Diprose store, London, Ont. Mr. Diprose is the second figure from the right. The store makes a specialty of poultry and fruit.

Cash and Carry in the Maritimes

St. John, N.B., Store Adopts New Principle and Finds While Sales Somewhat Smaller That Profits Are Larger —A Generally Successful Experiment

WHEN Lee J. Cowan bought out his partner and became the sole owner of the retail grocery and provision store which had been carried on under the name of Kirkpatrick & Cowen in St. John, N.B., he decided that the opportunity to put some other changes into effect also had arrived. The business had been conducted strictly on a cash basis; there had been some trouble at first when C.O.D. orders were not yielded up by the delivery man because the cash was not forthcoming, but this had been smoothed over and the policy of cash only had become a fixture. Mr. Cowan saw no reason for a change here, but there was an idea which had taken root in his mind and which was about ready to sprout. This was the plan of letting the customers do their own delivering, which had been described and discussed in THE CANADIAN GROCER and other trade magazines. During the previous year deliveries, including chauffeur's wages at $14 a week, had cost $1,400, and a saving of an amount that size looked worth while.

Thus was born the first "Cash and Carry Grocery" in St. John and under that name the business is now conducted. The customer pays cash and carries the purchases and the grocer saves bookkeeping charges, bad debts, collection costs and the entire cost of delivery. With this saving in the cost of operation, it is possible to reduce prices to a figure which otherwise would be impossible and the low prices furnish an attraction which offsets the absence of the service and the accommodation given by competing stores.

Willing to Carry Parcels at Night

But it is not all smooth sailing for the merchant. "There are a great many people who will not carry parcels," said Mr. Cowan to the CANADIAN GROCER representative, "and there are many who find it impossible to come to the store to get the goods they want when they want them. I have lost customers among both classes, but there are lots of others who are willing to carry their purchases for the sake of the saving they can effect. In order to accommodate those who cannot do their shopping in the day time, I have found it necessary to keep open in the evenings until ten o'clock. This is an advantage to some people who can get to the store during the day but who are a bit shy about lugging a market basket through the streets. It is surprising how many people will drop in and place an order and announce that they will call in the evening after dusk for their supplies.

Reduces Volume of Sales

"The majority of the purchasers take the packages along with them; some bring market baskets or shopping bags and some bring or send their small boy with his little express cart. The fact that the goods have to be carried away has a certain effect in reducing the quantities purchased. In many lines the sales are of smaller quantities than they would be if we were delivering, but the customer has to come back that much oftener. The oftener they come, the more we sell. You will notice that the price of practically everything in the store is marked plainly so it can be seen at a glance. The customer's eye is attracted by something she had not thought of purchasing and that goes into the basket with the goods she set out to buy. The display of prices helps a lot. With the cost of the article before them, many people will decide that they want it and will buy, when they would not take the trouble to ask the price. People don't like to give any one the impression that they cannot buy an article because of the price and many times they won't ask simply because they do not want to refuse the goods if the price is too high.

"And the price is the big consideration in this store. If we are to compete successfully with the others who give credit and delivery service we must give some other stronger inducement and the obvious one is lower prices. We can do it, too, and we see to it that the customer has an actual saving on every article as a recompense for the trouble involved in carrying home the purchases."

Gross Sales Smaller But Profits Larger

In reply to a question as to the net result of his experiment, Mr. Cowan said, "After three months' experience, I find that the gross sales are somewhat smaller than they were before we did away with the delivery system, but the net profits are considerably greater. I am making more money with less work, so I have nothing to complain of. The business is growing steadily and I am convinced that the cash and carry system has come to stay. Grocery prices are so much higher in comparison with what they were a few years ago that, in spite of higher wages, the cost of food is becoming a more and more serious matter for the average family. The only way that it can be made easier for them, that I know of, is by reducing the cost of handling and giving the customer the benefit. In doing so I can feel that I am doing something to help the other fellow along, and if I can make it pay me more profits than the old methods of doing business, so much the better."

NATIVE WINES MAY BE TRANSPORTED IN ONTARIO

Amendment to Regulations Makes It Possible to Handle Native Ontario Wines Till Dec. 31st, 1918

The original order-in-Council in regard to prohibition that provided that "no person after the first day of April, 1918, shall send, take, transport into, or deliver in any prohibited area, any intoxicating liquor, or cause any intoxicating liquor to be so sent, transported or delivered," has been modified on the recommendation of the Minister of Justice by a further order that amends the order quoted above by the addition of the following words:

"Providing that this regulation shall not apply to the sending, taking, transporting or delivering of native wines in the Province of Ontario until December 31, 1918."

VINEGAR MAN IN WINNIPEG

Paul Hassack, a United States fermentation engineer, has been in Winnipeg during the past few weeks working with the Acme Vinegar Co., Ltd., Winnipeg, by whom he is employed as consulting chemist. Mr. Hassack is the editor and proprietor of *The Vinegar Bulletin.*



An attractive grocery interior. The Ferguson Store, Queen Street East, Toronto.

NEW BRUNSWICK APPLE CROP LIMITED

A. G. Turney, provincial horticulturist, reports that the New Brunswick apple crop will not be more than medium. The Duchess or New Brunswicker is expected to be a full crop, but this is an early apple which does not bring winter prices. The Wealthy, Dudley and Alexander varieties will not be more than forty or fifty per cent. of the average. McIntosh and Bishop Pippins are expected to produce fair crops. Fameuse, Peewakee, Ben Davis, Northern Spy and Golden Russet suffered severely from winter-killing and will be a light crop. Present prospects are for a light crop of small fruits.

Alexander J. Simmons has been elected treasurer of T. H. Estabrooks Company, Limited, St. John, in succession to the late Herman Sullivan.

Christopher Richter, retail grocer, West. St. John, has assigned to Roy A. Davidson for the benefit of his creditors.

W. K. Ganong of Ganong Brothers, Limited, St. Stephen, protesting against proposals to further reduce the sugar allowance for confectionery manufacturers, says that the amount of sugar used by the candy makers is only four per cent. of the total consumption in Canada.

The Thursday half-holiday is observed in St. John only by the retail merchants on the western side of the harbor. In the city proper the retail grocers have in other years taken Saturday afternoon off during July and August; their plans have not been announced this year. The wholesale grocers of the city observe the Saturday half-holiday and this year they are closing at five o'clock to enable their staffs to assist in food production. Some of the offices are opening earlier in the morning on this account.

Ralph F. Mitton of Riverside Farm, Salisbury, has brought to the city some exceptionally large eggs, two of them each weighing a half pound; another argument for selling eggs by weight.

SARDINE PLANT FOR NEWFOUNDLAND

The first sardine-packing plant to be erected in Newfoundland is now being erected at West Saint John's, above Navy Island, by the Booth Fisheries Company of Chicago and Toronto, who have fishery establishments at Eastport, Belfast, Lubec, Machinasport, Chamcook, N.B., and other points on the Atlantic coast.

The new plant will be wood, 234 feet by 45 feet long, and two stories in height. It will cost about $75,000 and will be provided at the outset with an equipment capable of packing one hundred hogsheads of fish per day.

ENGLAND REQUISITIONS BERRY CROP FOR ARMY AND NAVY

The Food Controller has issued an order, which will become operative June 17, fixing wholesale prices on strawberries and raspberries and black and red currants ,and virtually requisitioning the whole crop for jam-making for the army and navy, as far as practicable.

All existing contracts for berries are cancelled by the order, which is the outcome of the Board of Agriculture's report that the fruit crop is considerably below the average.

WINNIPEG BRANCH R. M. A. ELECTS OFFICERS

At the annual meeting of the Winnipeg Branch of the Retail Merchants' Association, held in the Industrial Bureau recently, the following officers were elected: President, Robert Burns; First Vice-President, Lisgar L. Lang; Second Vice-President, Edgar Roberts; Treasurer, C. E. Falconer; Secretary, J. H. Curle.

The annual report of the executive committee, read by J. H. Curle, secretary of the association, reviewed the work carried on by the executive during the year, and showed the membership of the branch, throughout greater Winnipeg, to be 474.

Reports were received from the taxation committee, the educational and library committee, and the legislative committee. The latter committee reported that of amendments asked by the association to acts which were considered of importance to the retail trade a number were secured during the 1918 session of the provincial executive council, among them being: An amendment to the Shops Regulation Act; an amendment to the Municipal Act; the Act for the Regulation and Licensing of Transient Traders; the Repair Shops Act.

Delegates to attend the provincial convention which takes place on Tuesday, Wednesday and Thursday, June 18, 19 and 20, were appointed as follows: Robert Burns, Lisgar L. Lang, Edgar Roberts, C. C. Falconer and W. T. Devlin.

The True Story of Jones & Nixon

The Conversion of Jones — Admits Nixon's Ideas Are, in the Main, Right — In Estimating Cost of Doing Business in Any Line Regard Must be Had to Salesman's Time Taken up in Selling

By C. J. Morris

Continued from issue of May 3rd

"I AM very glad you brought this matter of overhead expense up again, Nixon," said Jones. "I have gone into the matter very carefully and I have come to the conclusion that, in the main, you are right.

Jones Modifies His Opinions

"I have always regarded as non-profit-makers all articles upon which the percentage of profit was less than my overhead expense percentage. I see now there are points which I have not taken into consideration which necessitate my modifying my ideas on this subject. There are other points besides the percentage of profit to be considered. These are, the amount of effort required in selling, the space taken up in the window or the store for display purposes, and the quantity of the goods sold.

Branded Articles Easy to Sell

"Take for instance some well-known brand of soap, the name of which is perhaps a household word; it is advertised by the manufacturers in order to create a consumer trade. Let us suppose for the sake of argument it costs 8½ cents a bar and sells at 10 cents, that is it brings in 15 per cent. profit. I buy 1,000 bars, and what do we have to do to sell it? Simply nothing. Nearly all of our customers use it. Practically every order for household goods we get includes a demand for two or more bars, the 1,000 bars are sold in no time and there is a profit of $15.

"Now, on the other hand, suppose I buy an unknown brand which brings me 25 or 30 per cent. profit, what should I have to do to sell 1,000 bars of it? First of all we should have to devote our energies to bringing it to the notice of all our customers and explaining its merits, we should have to get hand bills printed and distributed, we should have to make an occasional window display which is worth money, as I see that our windows are one of our most valuable assets and their use for the exhibition of any article must be considered as an expense in the sale of that article. In fact we should have to spend time, money, and effort to push the unknown brand and after all could we create a demand for it equal to that for the well-known brand whose advertisements stare at everyone from every paper and magazine in the country? I doubt it.

Advertising Lowers Overhead Costs

"It is clear to me now that the manufacturer by his advertising of his brand has saved me a heavy expense, he has already paid a large part of my overhead for me and therefore I can well afford to take a smaller profit. By the time we had sold 1,000 bars of the unknown brand with a profit of $25 or $30 it would probably have cost me as much as that in expenses. Therefore I have come to the conclusion I have been wrong in supposing I am selling a thing at a loss because I only get 15 per cent. profit on it even if my general overhead expenses are 20 per cent. In the same way it is not safe to assume that, because I make 30 per cent. gross profit on an article, it is more profitable to sell than one which only brings in 20 per cent. gross profit. It may well be that in the former case there are expenses in connection with the sale which bring the net profit down below the net profit on the latter article on which the selling expenses are less.

Increase in Sales Reduces Overhead

"Another point struck me in looking over the accounts and that is that during the past year overhead expenses have been reduced and are now only about 18 per cent. instead of 20 per cent., and this I find is mainly attributable to the extra sales of sugar. The extra round $1,000 profit without any extra corresponding expenses has reduced overhead all round. Thus the very item I have looked upon as being sold at a loss has been instrumental in reducing my general overhead expenses.

"Of course it would be impossible to work out the exact overhead expense for every article we sell, but seeing that the pay roll is the largest item in our overhead we shall not be far wrong in considering that an article which has to be introduced to every customer and its sale pushed by the salesman thus taking up his time should undoubtedly bear a larger margin of profit than one for which the customers ask and which practically sells itself.

Value of Window Display

"With regard to the window which we might have rented for $250 there is one point, Nixon, which I think you have overlooked. We cannot consider the amount of profit your department has made as the only benefit we have gained from the displays made. It has undoubtedly benefited the business as a whole and has increased the value of the item we call good will. It would have been short-sighted policy on my part to let the window in any case. A window is something like advertising, it is undoubtedly a benefit, but it is not always possible to put your finger on the exact result and say such and such a sum is the profit derived from my window show or from my advertising as the case may be.

Importance of Volume of Sales

"After all, however, I think I may say that the point which has struck me most convincingly is the benefit derived from an increase in the volume of sales.

"There are two points which appear to me incontestable:

"(1) The more you buy the cheaper you can buy.

"(2) The more you sell the less are your overhead expenses in proportion to sales.

"With regard to the latter statement there comes a time, of course, when you have to increase overhead to cope with new business but on the whole I am safe in saying that the profits from an increase in business more than cover the additional overhead expenses. These two points admitted then it is clear that our aim should be to increase our volume of sales up to the capacity of our staff. As soon as we are compelled by increase of business to incur extra overhead by engaging fresh staff, larger premises, or in any other way, our efforts should be directed to still further increase our volume of sales or rate of turnover up to the capacity of our staff and premises.

Jones Points Out His Error

"My mistake in the past has been to assign the cost of doing business in different articles in proportion to the volume of sales and I have failed to consider the amount of salesman's time that may have been consumed in selling the various items

"For instance, suppose we have sold $2,000 of flour. I have considered overhead expenses on that to be (at 20 per cent.) $400. If we have sold $40 worth of sardines (I have in mind the line we were lately pushing at 20c), I have considered the overhead to be $10, that is to say I have looked on the flour as costing us 40 times as much to sell as the 200 tins of sardines.

"But what are the facts? To sell that $400 worth of flour we have probably never lifted a finger. Every order has come into us without our asking for it. There has been practically no sales expense in connection with it.

"The sardines, however, we have all of us spent our time in pushing to every customer, and we have devoted a considerable part of our window to making a display. This time occupied and publicity given I have not, in the past, taken into consideration at all. The probabilities are that instead of the flour costing

(Continued on page 23.)

CANADIAN GROCER

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ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

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H. T. HUNTER - - - - - - Vice-president
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Vol. XXXII. TORONTO, JUNE 21, 1918 No. 25

NEXT WEEK'S ISSUE

NEXT week's issue of CANADIAN GROCER will be devoted largely to matters of interest to the clerk, and to discussions of the relations between him and his employer. This number should be of especial interest to every grocery clerk, and it is hoped that no one will neglect the opportunity of reading this issue carefully. We would be glad also to hear from the clerks in regard to the matters discussed. If any employee of the grocery store can suggest another viewpoint we would be glad to hear from him.

POSSIBLE PRICE FIXING

THERE is a growing feeling that one of the results of the many embargoes being imposed at the present time will be a tendency toward some system of fixed prices to ensure the consumer against any attempt on the part of the Canadian manufacturer to make capital out of these embargoes.

Unquestionably owing to these embargoes many manufacturers will be placed in a peculiarly advantageous position, but there is no reason to assume at the outset that they will take advantage of these conditions to gouge the public. Should they do so, it should be possible to meet the situation without resorting to the questionable practice of price fixing.

THE SUGAR REGULATIONS STILL IN FORCE

THERE seems to be an impression among some merchants that now that the first interest in the flour and sugar regulations has subsided, that all is as before and that they can go on selling these commodities as heretofore. From various sources reports have been received that merchants were urging their customers to purchase sugar in excess of normal quantities. By continuing this practice they are encouraging their customers to break the law, and rendering them subject to serious consequences.

More than that they are losing sight of the all important fact that this regulation was imposed in order that, with only limited supplies of sugar available, there should be sufficient reserves to take care of the canning demand. Only by a strict adherence to the spirit of these regulations will sufficient supplies be available, and it is of double importance because every ounce of these products preserved means the saving of less perishable food for soldiers and civilians overseas.

THE POWER OF DISPLAY

"MERCHANTS and clerks could undoubtedly sell a great many more goods if they only realized the power of attractive displays and the possibilities of making sales when they can talk intelligently about the goods in stock."

The above was an observation made recently to a CANADIAN GROCER representative by a Montreal grocery traveler. The traveler cited a case to prove his contention.

"Some time ago," he said, "the R. T. Holman department store in Summerside, P.E.I., added a new salesman to their grocery department. This salesman had had good experience in selling goods and he used it to the best advantage. He brought down a number of small fancy tables from the furniture department and placed these about the grocery section. He took from the shelves some of the most attractive and dainty goods—goods that ordinarily would not sell very rapidly unless suggested to customers—and displayed them on these tables.

"Old customers of the store who had never thought of buying such goods before picked them up, looked them over, carried them over to the counter and asked the price. In most cases they bought them. Stock was by this method turned over quickly, which had always been a slow mover.

"In three months' time," added this traveler, "the store had sold sufficient quantity of these goods to pay for all the fixtures that had been employed in assisting to create the demand."

The above incident indicates the future that lies before the aggressive and enthusiastic grocery merchant. By making a study of the lines in stock, by knowing all there is to know about them, and by displaying and suggesting them to customers sales of articles are bound to be made in larger quantities than have ever been thought possible. Try it out to-morrow, Mr. Clerk!

Current Events in Photograph--No. 25



THE AMBULANCE TRAIN

Back of the fighting lines, back of the field hospitals, lie the clearing stations where the poor human wreckage of battle is sorted out. Here science steps in to alleviate suffering, and every known convenience is made available. In the photo is shown one of the long hospital trains taking the wounded back to "Blighty" and comparative peace.

SERIOUS FIRE AT DRUMMONDVILLE, QUE.

The Drummondville Match Company, Drummondville, Que., was practically destroyed by fire recently. The fire was caused, it is claimed, by a girl packing matches too tightly into a box. They burst into flame in her hands, and she threw the blazing heap away, where it fell upon another pile of matches that at once ignited. In a few minutes the fire was general.

The blaze was not under control for three hours.

The damage to the factory was placed at $100,000, only partially covered by insurance. By the destruction of this plant 1,000 people were thrown out of employment.

THE TRUE STORY OF JONES AND NIXON

(Continued from page 21.)

40 times as much to sell as the sardines, it is the sardines which have cost 40 times as much to sell as has the flour.

"The cost of selling an article, therefore, depends to a large extent on the amount of the salesman's time necessary to sell it and also on the rate of turnover.

Frequency of Turnover Profitable

"It is, as I said before, impossible to arrive at the exact cost of sale for every article we sell, but in considering whether the sale of an article is profitable we must take into consideration not only our percentage of profit on the article but also the time and trouble involved in selling it and also the frequency of turnover, and if it is an article which will, so to speak, sell itself, and on which there is a rapid turnover, we are probably selling it at a profit even if we only get a ten per cent. margin of profit.

"And above all we must realize that whereas in selling only $100 worth of a commodity we may be selling at a loss yet when we sell $1,000 worth of that same commodity we may be selling at a good profit although our margin of profit is the same in each case."

FAIL TO OBSERVE EARLY CLOSING

As a result of failure to live up to the newly framed by-law, twenty-six Vancouver merchants were reported to the police headquarters as having disobeyed the early closing by-law by keeping their stores open on Monday.

Summonses were issued for these merchants. The by-law under which the prosecutions will take place provide that all grocers, butchers, dry goods merchants and proprietors of gents' furnishing establishments must close their premises on legal holidays. Other businesses may remain open.

CALIFORNIA ORANGES AND LEMONS WILL BE LIGHT CROP

A report of the California orange and lemon situation issued by the California Fruit Growers' Exchange states that from present indications the shipment of California oranges from May 15th to November 15th will be only about one-third the quantity of last year. The latest estimate may on May 13 indicates a reduction of approximately 21 per cent. from estimate of April 1st.

The latest figures place the total of 1918 Valencia at approximately 60 per cent. of last year's shipments. Due, however to the short crop of Navel oranges last winter the movement of Valencias started earlier in the spring so that the distribution will be over a longer period. The weekly movement is, therefore, still further reduced to about one-third that of last summer.

An estimate taken at the same time on lemons places the total movement of California lemons for the year at approximately 5,480 carloads.

The short crop in California is due entirely to the severe heat of last June which killed a large proportion of the young fruit that had just set. It may be expected that the situation will result in a continued strong market on both California Valencia oranges and California lemons for the balance of the year. Previous estimates have been somewhat high on account of the fact that when pickings began less fruit than was expected was found inside the trees.

CABRI, SASK., FIRE SWEPT

A fire which swept through Cabri, Sask., Monday, did $100,000 damage. Among the stores destroyed were Williams & Foster's general store, where the fire started, and McVeachern's general store; a Greek cafe was also destroyed. The insurance on all the property destroyed is placed at $59,000.

Enquiry Department

WHEN you become a subscriber to CANADIAN GROCER this is part of the Service you buy. We are glad to be of any assistance to our readers and enquiries are solicited. Cut out the coupon at the bottom of page, fill out and mail to us if you want to know where to buy a certain product, agents for any particular line, manufacturers of a special article, etc.

LICENSE TO SELL ICE CREAM

How shall I go about procuring a license to run an ice cream parlor in connection with a 'grocery?

E. Virtue, Toronto.

Ans.—Apply for confectioner's license, c/o Henry Amphlett, Director of Licenses, Food Control Board, Ottawa. Or blanks may be obtained from the office of the Retail Merchants' Association of Ontario, 2 College Street, Toronto. The fee is $2 for every $20,000 worth of business.

DISPOSING OF WHITE FLOUR

We have a few bags of white flour left. Can I lawfully sell the same or use personally? If not, what can I do with it?

H. Goldstein.

Ans.—Unless you have a large quantity of white flour you can sell it or use it as you see fit. If you have a large quantity, return it to the mill from which it was purchased.

EARLY CLOSING IN TORONTO

Some time ago there was a traveller around asking grocers to sign their name to a petition for early closing, and charging a dollar. Is this law going to pass?

———, Toronto.

Ans.—A resolution has been prepared and presented to the city council for their approval. It is expected this will be obtained this week, after which an aggressive campaign will be started to get the necessary two-thirds majority to make it a law. We will probably be successful. The dollar charge was to cover the incidental costs of the canvass of the city.

ICE CREAM AT PICNIC BOOTHS

Can picnic people have booths and sell ice cream, candies, etc., without a license?

Geo. Blackwell, Holland, Manitoba.

Ans.—No. Everyone selling ice cream must obtain a confectioner's license no matter how small the sale.

PACKING HOUSE SELLING TO HOTELS AND RESTAURANTS

Do wholesalers and pork packing houses have the right to sell direct to hotels and restaurants?

————, Trenton, Ont.

Ans.—If properly licensed only. To do this business they must have a retailer's license. Wholesaler's license does not entitle them to this trade.

RE WINDOW LIGHTING RESTRICTIONS

In this city you can go down the main street and find it all in darkness at night as the lights in the store windows are always out. In the foreign section, however, there are lights in the store windows and outside the store. Is this right?

Wm. McQuitty, Welland, Ont.

Ans.—There has been no change in the window lighting order. Lights may not be used in the windows. The administration of this order lies with the local authorities. Lay a complaint before your police magistrate, and see that the law is obeyed by all.

TAX ON MATCHES

Please give me some information on the way the tax on matches will be imposed and as to how long grocer has to dispose of these stocks

John McKnight, Fredericton, N.B.

Ans.—On stocks in the retailer's hands the tax does not have to be paid till July 1st. After that date stamps, ordinary postage stamps, one cent for every hundred matches, must be placed on all stocks not already stamped. That relieves you of any further obligation. These stamps should, of course, be cancelled by an ink mark or something so that they may not be used again. In the event of your purchasing new stocks of matches between April 30 and July 1st these goods will have had the tax paid, and of course no stamping is required, as long as you have your invoice to prove that the tax actually has been paid.

WESTERN MACARONI FACTORY

Could you kindly give me the address of a macaroni factory in Alberta?

Model Grocery, London, Ont.

Ans.—The Marinaco Macaroni Co., Lethbridge, Alberta.

TAKING BACK SUGAR

Last winter we retailed sugar at $10.00 per cwt. that cost us $9.37. Sales were not solicited. Now do we have to take that sugar back and pay customers 100 per cent. when we can buy the sugar at present at $9.24? Suppose we had 100 sacks returned that would mean an investment of $1,000. Do we have to make this investment and retail it out again without profit?

E. B. Madden, Camden, Ont.

Ans.—If sugar was sold to farmers, under the provisions of a new order they may keep the supplies they have, by notifying the merchant from whom these supplies were purchased as to the amount they have on hand in excess of the quantities permitted.

If the sales were made to other than farmers the sugar must be returned if it is in unbroken packages. It is to be paid for at the original selling price or at the current market price on April 20, whichever is the lower. You are compelled to receive this sugar back if the purchaser demands it, but the sugar refineries from whom it was purchased are required to receive it back from you if you so desire.

POINTS REGARDING TAXES

There are many retail merchants, myself included, who are somewhat puzzled about the way in which it applies to grocerymen throughout the country. Could you, through your valuable trade journal, enlighten us? I am at a loss to know what quantities of such as sugar, flour, tea, salt, etc., etc., we are allowed to sell any one customer. We are 42 miles from a railway and do not know whether the new act would affect us in the same way as it does those doing business at the front.

Also regarding the stamping of different articles such as matches, cards, package tobaccos, cigarettes, etc., should these goods all have stamps on before we sell them? Trusting you will give this your careful consideration and that I will see an explanation in your next issue.

E. H. Kelcey, Loring, Ont.

Ans.—There is a limitation only on the amounts of sugar and flour that may be sold. The amounts permitted are to the purchaser living within 2 miles of the store, 14 days' supply; farmers living more than 2 and less than 5 miles distant, 30 days' supply; more than 5 and less than 10 miles distant, 45 days' supply, and 10 miles and upward, 120 days' supply. In regard to the stamping of the commodities referred to, they will be stamped by the manufacturer, and you will be charged in your invoice for this extra amount. Stocks you have on hand may be disposed of at the old figures with the exception that after July 1 all stocks of matches on hand that have not paid the tax must be stamped by the matches, 1 cent for every hundred matches, that is, a five-cent stamp on the regulation box of 500 matches.

Your distance from the railway would seem to render your case subject to special consideration, but there is no distinction made in any of these regulations.

CANADIAN GROCER,
143-153 University Avenue,
Toronto.

For Subscribers

INFORMATION WANTED

Date.....191...

Please give me information on the following:.....

.....

.....

Name.....

Address.....

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Quebec

Mongeau & Sansfacon have registered as grocers at 1209 Mary Ann Street.

Ronald Gervais has bought out L. Pelletier at 94 Forsythe Street.

Joseph Payette has opened a grocery store at 129 Eadie Street, Cote St. Paul.

Among those visiting Montreal this week was T. Baird, of T. Baird & Son, grocers, Ormstown, Quebec.

G. B. MacCallum & Co. have been appointed Quebec and Maritime representatives for the Savoy Candy Co., Toronto.

W. J. Wilson, traveller for S. H. Ewing and Sons, and who was for several months confined to his home, was able this week to resume his territory as Eastern sales representative for his firm.

Richard Gray, manager for the Whyte Packing Co., Montreal, will have the sympathy of his many friends in the death of his father, John Gray, who passed away on Sunday at his home in Stratford, Ont.

Serious loss was occasioned by a fire which started in the stables and storehouse of H. Claprood, grocer, 29 St. Paul street, St. John's, Que. The fire destroyed several horses, a cow and calf, an auto, besides a quantity of groceries stored, the loss amounting to, it is said, in the neighborhood of eight or ten thousand dollars.

Fortunately the store and dwelling were saved. It is understood that Mr. Claprood was carrying, at the time, very little insurance, consequently the loss will be heavy.

Ontario

T. J. Hamilton, general store, Erin, is dead.

Afred Oliver, Brantford, has sold to Maud M. Armes.

J. J. Cocks, Peterborough, has been succeeded by H. Deutsch.

Clara A. Brown, grocer, Toronto, has been succeeded by Thomas Laing.

J. G. Quackenbush, Smith's Falls, has purchased the grocery business of C. H. Hitchcock, who has joined the overseas forces.

Frank E. Hibbert has purchased the stock of J. Carter & Son's general store, Fort Frances, Ont.

Ernest W. Lambert, a well known merchant of Harriston, Ont., passed away recently after five weeks of severe illness.

The Hay Brothers Company has been incorporated recently with headquarters at Listowel for the buying and selling of grain and grain products.

The Campbell Flour & Feed Company has been incorporated with head office at Toronto to sell and manufacture grain products. The company is capitalized at five hundred thousand dollars.

Ted Dodd has purchased the store formerly owned by Mr. McGurk at Mayfield.

W. H. Bean, for many years a resident of Durham, Ont., died recently in his 59th year. He was engaged in a general store business in Durham for 27 years.

The electrical storm that visited Orangeville last week did considerable damage to business property. Among the buildings suffering was the general store of Hill & Co., which was partially unroofed.

Albert Edward Simpson, who for 20 years conducted a general store at Onondaga and for several years after that operated a store in Cainsville, died recently. He retired from business five years ago.

Major W. H. Corrie, St. Thomas, Ont., was recently elected president of the American Millers' Convention held at Indianapolis. He is the first Canadian to be thus honored. Major Currie and R. N. Price represented the Empire Flour Mills, St. Thomas, at the convention.

Major Corrie, in speaking of the convention, says that the general outlook in the States for a large wheat crop is good. It is particularly good in Indiana and Kansas. In Texas, however, where cutting is already in progress, the wheat was winter killed and only a 50 per cent. crop is expected.

Edward Marrin, a well known Western Ontario traveller and a life member of the Commercial Travellers' Association, died at Kitchener recently after an illness of two years. He was born in Barrie in 1861 and was on the road for Randall & Roos, wholesaler grocers, of Kitchener, Ont., for more than twenty-five years.

J. Carter & Son have been in business in the Fort for the past fourteen years and have grown up with the town. Early in May the Phair block in which they had their store was gutted by fire. Mr. E. Hibbert, who has purchased the stock, came from Goderich, Ont., five years ago, and since that time he has had charge of the gents' furnishing department of the store. He will carry on the business in the old Times building, which is undergoing repairs to make a suitable store, and will carry a full line of general merchandise. He intends to specialize in groceries.

Mr. Carter, a representative of the Chesterville Milk Condensery, was at Bloomfield Monday night consulting with the farmers as to the advisability of installing a milk condensing plant at Bloomfield. This company has a large plant at Chesterville, Dundas county, and it was claimed by the representative that the company is unable to supply the demand for its products and more plants will be established. In order to establish a successful plant it would be necessary to get daily in the neighborhood of 75,000 pounds of milk.

Western

I. T. Stiles, Onoway, Alta., is selling out.

J. C. Gordon, Laura, Sask., has sold out.

J. C. McFarland, Edmonton, Alta., has sold out.

R. R. McGregor, Saskatoon, Sask., has sold out.

M. J. Cain, Beverly, Alta., has sold to Albert Simpson.

Jack Nozick, New Norway, Alta., is going out of business.

Chas. S. Porter, Manor, Sask., has advertised his stock for sale.

The Home Supply Co., Calgary, Alta., have discontinued business.

D. G. McS. Kimmings, Winnipeg, has sold his stock and fixtures.

The Camrose Trading Co., Camrose, Alta., have dissolved partnership.

Odegard Bros., general merchants, Anerley, Sask., have dissolved partnership.

Geo. Christie, of the High Level Grocery Store, South Edmonton, Alta., died recently.

The W. W. Cooper Co., Swift Current, Sask., are enlarging their groceteria department.

The Ruthenian Supply Co., Sheho, Sask., has been succeeded by the Ruthenian Trading Co.

A new cannery known as the Athabasca Fish Company has been opened in North Edmonton, Alta.

M. Friedman & Sons and Goodman Bros., general storekeepers of Scotsguard, Sask., have suffered loss by fire.

Wasylyk & Derhouka, general store, Cudworth, Sask., have dissolved partnership, J. Wasylyk continuing the business.

Robt. Gillespie Co., Winnipeg, are now handling the account of Ansley, Hallberg & Lewis, Ltd., manufacturers of Redbo peanut butter and Burdick's marmalade. Mr. Lewis has joined the firm of Robt. Gillespie Co., Winnipeg.

A. W. Heath has closed out the general merchandise business he has conducted in Cartwright for the past six years, and is moving to Killarney, where he will open up a similar business, having purchased the stock of R. Rollins & Company.

CORN IN ARGENTINE

The Argentine Government estimates the present season's corn crop at 4,335,000 tons, which after domestic consumption has been met will leave an exportable margin of 2,500,000 tons.

SERIOUS FIRE AT PEMBROKE, ONT.

Damage Estimated at Nearly a Million Dollars. Much of the Business Section of the City Destroyed. Some Grocers Suffer

A disastrous fire visited Pembroke, Ont. on Tuesday evening, and before it was under control a large portion of the commercial district of the town, on Pembroke street, had been razed. Even an approximate estimate of the loss at the present time is impossible, owing to the general confusion reigning, but the fire officials state that the final figures of the damage done may reach $1,000,000. The fire is presumed to have started in a chimney in the residence of O. L. Andriault, liveryman, whose stables were totally destroyed by the flames.

The block swept by the flames contained many of Pembroke's leading business houses and offices. In addition, there were a great number of flats and apartments occupied as residences in the devastated region.

About 11 o'clock, after nearly five hours of hard fighting, the fire was under control.

Among the many business places destroyed were those of F. W. Chambers, grocery and confectionery; W. H. Jones, grocer and provisions; Leary & Shields, departmental store and general merchants. All these buildings were completely destroyed with their contents.

PROMINENT MANUFACTURER OF TORONTO PASSES AWAY

Benjamin Fletcher, president of the Fletcher Manufacturing Company, Limited, Hayter street, died on Monday in his seventy-second year, after a short illness. He was born at North Augusta, Ont., and has been in business in Toronto for nearly half a century.

DRIED EGGS EXTENSIVELY USED IN ENGLAND

The high cost of eggs in England has led to the birth of quite a new big business in dried eggs and eggs in solution. One large firm selling dried eggs has undertaken an extensive advertising campaign to push these eggs upon the attention of retailers, who in their turn are being enabled by other advertising matter to attract their customers to the goods.

The dried eggs which they advertise are entirely soluble and take up the water like a lump of sugar and thus give the perfect creamy liquid of a beaten shell egg ready for instant use on mixing.

Dashing into a grocery, a little boy asked for a half pound of margarine. He was being served, and the grocer's man was about to wrap the margarine up in paper, when the youngster exclaimed:

"Mother wants to know if you won't stamp a cow on it, because we're having company?"



Corporal George Gamble, a member of the staff of John & Schofield, wholesale grocers, St. John, N.B., until he enlisted in a siege battery, has been reported as having died of wounds. He was twenty-nine years old and is survived by his wife and one child. His only brother is overseas.

SOME AMERICAN CANNED GOODS PRICES

Reports from canning jobbers in the United States show a fairly keen demand with limited spot stocks available. No. 1 standard tomatoes are quoted 87½c f.o.b. factory; No. 2 $1.50, No. 3 standard Tennessees are quoted at $2.00 f.o.b. Chicago. Corn is quoted, No. 2 standard shoepeg $1.75 ex warehouse, or for better grade of same variety $1.90 f.o.b. Maryland factory. On futures tomatoes No. 1 standards are quoted at 85c.; No. 2 range from $1.45 to $1.55, with extra fancy hand packed stock in sanitary tins being quoted at $1.75; No. 3 are quoted $2.10 to $2.15.

Corn No. 2 standard Maine Styly range in price from $1.65 to $1.80 f.o.b. factory, while New York state packing corn No. 2 standard is selling at $1.75 to $1.80, fancy at $1.90, and fancy Crosby at $1.95.

SERVING LUNCH AT PICNICS AND MEETINGS

There has been some uncertainty as to whether picnic parties and lodges, clubs and fraternal orders came under the regulations requiring a license before meals could be served.

As the regulations were first formulated they did require a license for any meals served by such organizations or gatherings. It was pointed out however, that these terms imposed considerable hardships without involving any appreciable benefit. The case was cited of Western farmers who held ploughing bees and brought their lunch to eat in company. Under the original regulation this practice was illegal, though the practice did not entail any increased consumption of food.

As a result of these representations the Canada Food Board has changed this clause to permit the serving of meals by any of the organizations or gatherings referred to above without requiring a license. At the same time there is a rider to this clause stating that the usual limitations imposed upon the licensed dispensers of food must be maintained.

ALBERTA FAIR DATES

For the benefit of the traveller who is confronted with a curtailed train service, and who, therefore, can ill-afford to visit towns on days when it is impossible to do business the following list of fair dates in Alberta is published. Lists of dates in other provinces will follow as soon as these are definitely settled.

Crossfield	June 20-21
Calgary	June 28-July 5
Edmonton	July 8-13
Okotoks	July 17
High River	July 18-19
Medicine Hat	July 18-20
Lethbridge	July 22-27
Benalto	July 23
Swalwell	July 23-24
Lacombe	July 29-26
Red Deer	July 29-31
Camrose	Aug. 1-3
Daysland	Aug. 6-7
Sedgewick	Aug. 8
Provost	Aug. 9
Strome-Killam	Aug. 13
Irma	Aug. 14
Chauvin	Aug. 15
Edgerton	Aug. 16
Wetaskiwin	Aug. 20-21
Lamont	Aug. 22
Vegreville	Aug. 22-23
Clareshom	July 30-31
Granum	Aug. 1-2
Vulcan	Aug. 3
Carmangay	Aug. 5-6
Macleod	Aug. 7-8
Stavely	Aug. 9
Nanton	Aug. 12-13
Langton	Aug. 14
Stoney Plain	Aug. 15-16
Youngstown	Aug. 1-2
Sibbald	Aug. 3
Oyen	Aug. 5-6
Richdale	Aug. 7-8
Chinook	Aug. 9
Delia	Aug. 13
Hanna	Aug. 14
Munson	Aug. 15
Stettler	Aug. 16-17
Castor	Aug. 19-20
Coronation	Aug. 21-23
Big Valley	Aug. 24
Empress	July 30
Suffield	July 31-Aug. 1
Retlaw	Aug. 2-3
Lomond	Aug. 6-7
Winnifred	Aug. 8-9
Irvine	Aug. 9
Etzikom	Aug. 20-21
Manyberries	Aug. 22
Taber	Aug. 22-23
Fort Saskatchewan	Sept. 4-5
Innisfree	Sept. 5-6
Manville	Sept. 10
Vermilion	Sept. 11-12
Lloydminster	Sept. 13-14
Kitscoty	Sept. 17
Tofield	Sept. 18
Holden	Sept. 19
Viking	Sept. 20
Wainwright	Sept. 24-25
St. Albert	Sept. 26-27
Leduc	Sept. 17-18
Ponoka	Sept. 18-19
Alix	Sept. 20
Bashaw	Sept. 24
Hays (Lousana)	Sept. 24-25
Consort	Sept. 25-26
Gadsby	Sept. 27
Cochrane	Sept. 17-18
Innisfail	Sept. 18-19
Bowden	Sept. 21
Olds	Sept. 24-25
Didsbury	Sept. 26-27
Milnerton	Oct. 1
Trochu	Oct. 3-4
Rocky Mountain	Sept. 23-24
Priddis and Millarville	Oct. 1
St. Paul De Metis	Sept. 4
Elk Point	Sept. 6
Berry Creek	Sept. 6
Edson	Sept. 4
Entwistle	Sept. 5
Onoway	Sept. 11
Nakamun	Sept. 12
Busby	Sept. 17
Paddle River	Sept. 19
Westlock	Sept. 20-21
Colinton	Sept. 17
Athabasca	Sept. 19-20
Peace River	Sept. 6-7
Griffin River	Sept. 9-10
Waterhole	Sept. 12-13
Spirit River	Sept. 17
Grand Prairie	Sept. 18-19
Lake Saskatoon	Sept. 20-21
High Prairie	Sept. 24-25

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

MAXIMUM prices have been named by prune growers and growers of raisins on this year's crop, and it is intimated these have been approved by the Food Administration Board at Washington. Prices named are higher than last year and even higher than the trade generally expected. Trading will not begin prior to July 15, and the intervening period will enable wholesalers to determine their requirements to a large extent.

Canada's allotment of coffee to be handled through United States ports has been determined on by food boards at Washington and Ottawa, Canada being allowed for the year 70 per cent. of last year's total, which will be distributed on a pro rata basis.

MONTREAL—It may be stated that there is much confidence in the trade concerning the outlook for business. From both city and country there is better demand than there was this time last year. Some lines of nuts and dried fruits are harder to obtain, and the general tendencies are to higher prices.

Curry powder, saltpetre and rice stocks have been augmented by recent arrivals, as from time to time jobbers are in receipt of belated shipments.

The sugar situation seems to be fairly normal. It was feared at first that the U-boat activity on the American coast might curtail Canadian sugar supplies, and rumors were even current that no Cuban stocks would be available. The menace did not prove as serious as was expected, however, and refiners have heard nothing of any limitation and expect no difficulty in getting supplies.

TORONTO—A firmer undertone to the market on nuts is apparent during the week, and some arrivals during the past week or ten days show a higher range of quotations than those formerly ruling. Some shipments of Chinese peanuts are reported at the Coast, with some that have been barred entry to United States ports being offered to Canadian buyers.

To overcome shortage of mill feeds expected towards August and September, the Ontario Government has solicited the assistance of millers in preparing a balanced ration, using cotton-seed meal, oil cake and other ingredients. Whether success will attend efforts along these lines is a matter of speculation, and the process of distribution through farmers' clubs is likely to place restrictions on the general use of this product.

The United States Government has done away with the import tariff rate on teas which has existed for years. This is causing trade some concern, and the tea trade association has been in communication with Washington. A wire received indicates that a new rate of $1.87½ per 100 pounds for carload shipments has been fixed, as against previous rate of $1.10.

The sugar situation is considered fairly nominal. Very good supplies continue to reach the market, and the demand is being readily taken care of. Owing to lateness of season the demand is not very heavy as yet. The United States Food Administration have advised all canners and others using sugar for preserving purposes to cover for their season's requirements now.

WINNIPEG—Millers report that domestic flour business is being curbed owing to the fact that the amount of flour offered to the Wheat Export Co. for delivery by the end of June shows a considerable balance undelivered. All mills have been instructed to get unshipped balance to seaboard by June 30, or little more than a week's time. Domestic stocks will need replenishing in July, and millers are in hopes that wheat supplies will be sufficient to keep them operating most of next month.

The feed outlook for next fall is full of uncertainty. Mills have been selling their output and with a probable shutdown during August and September there will be no opportunity to provide a surplus stock against heavy winter demands.

Sugar supplies are coming along in splendid quantities and the retail demand is very heavy. It is a little too far ahead to state whether there will be sufficient sugar available for preserving purposes, but a continuation of present rate of deliveries will assure this result. An advance of 40c per 100 pounds has been made in prices by one refiner.

QUEBEC MARKETS

MONTREAL, June 19.—The trade conditions are remaining most satisfactory with many of the jobbers. Trading is not so heavy, but when comparisons are made the volume of turnover is larger than it was this time a year ago. Some changes were made during the week, mostly advances, and reference to the market reports following will reveal these in detail.

Brooms, Clay Pipes, Clothespins Up

Montreal.

BROOMS, PIPES, CLOTHES PINS.—The price of brooms again is higher, and this is $1.50 per dozen increase on the 4-string and $1.25 on the 5-string. The prices now are $8.50 and $9.50 per dozen respectively. Woodstock clay pipes are quoted at $2.10 a box of 200, and clothes pins, of the ordinary make, are up 20c a box of 5 gross to $1.10.

Bath Bricks and Mushrooms Up

Montreal.

BATH BRICKS, MUSHROOMS.—There is another advance this week in the price of bath bricks. This is 15c per dozen, and the unwrapped are now 75c and the wrapped 90c per dozen. Hotel mushrooms, canned, are selling at 52c to 53c per tin, and this is an advance of 2c.

Ample Sugar for Next Two Months

Montreal.

SUGAR.—Of very considerable assurance are the reports from the refiners on the situation. CANADIAN GROCER is informed through the best sources that there will in all probability be enough sugar to meet the demand for the next two months. This anticipates the preserving needs, and the supplies granted through the sugar committee are based on the normal consumption for the past two or three years. Prices are ruling without any change; there is a good demand, and for the most part the situation is on a more settled basis than it has been for some months.

	100 lbs
Atlantic Sugar Company, extra granulated sugars, 100 lbs.	8 90
Acadia Sugar Refinery, extra granulated	8 80
St. Lawrence Sugar Refinery	8 80
Canada Sugar Refinery	8 65
Dominion Sugar Co., Ltd., crystal granulated	8 80
Special icing, barrels	8 70-9 05
Icing (25-lb. boxes)	9 10-9 50
Icing (50-lb. boxes)	8 90-9 30
Diamond icing	9 10
Yellow, No. 1	8 10-8 40
Yellow, No. 2 (or Golden)	8 00-8 30
Yellow, No. 3	7 90-8 30
Powdered, barrels	8 60-9 00
Paris lumps, barrels	9 10
Paris lumps (50-lb. boxes)	9 65
Paris lumps (25-lb. boxes)	9 85
Crystal diamonds, barrels	9 55
Crystal diamonds (boxes 100 lbs.)	9 80
Cut loaf (50-lb. boxes)	9 30-9 65
Cut loaf (25-lb. boxes)	9 50-9 85

Canned Artichokes $3.00; New Pack Lobsters $3.50

Montreal.

CANNED GOODS.—The demand for canned vegetables is very fair, and of these the supply in some cases is diminishing. But of fruits the supply is better. New season pack of lobsters are in and selling for $3.50 to $3.55 per doz. Canned artichokes also are received, and in the 3-lb. cans are selling at $3.60 per dozen. Some report the shortage of certain lines they handled right along. It is evident that there will be little supply of peas, corn or tomatoes from the United States, and the interest, therefore, will centre largely on the Canadian supplies to be produced this year.

Salmon Sockeye—		
"Clover Leaf," ½-lb flats	2 40	2 45
1 lb. flat	....	4 00
1 lb. talls, cases 4 doz., per doz.	....	3 75
½ flats, cases 8 doz., per doz.	1 50	2 00
Chums, 1-lb. talls	....	1 80
Pinks, 1-lb. talls	....	2 40
Cohoes, 1-lb. talls	....	2 65
Red Springs, 1-lb. talls	....	2 70
Salmon, Gaspe, Niobe Brand (case of 4 doz.), per doz.	....	2 25
Canadian sardines (case)	6 75	7 00
Norwegian sardines, per case of 100 "¼s"	....	20 00

CORN, PEAS, AND TOMATOES SHUT OUT?

It would seem that the chances of Canada getting supplies of corn, peas or tomatoes from the States this year in canned form, is very remote.

CANADIAN GROCER was shown a letter from the War Trade Board to a client, and in this it was clearly indicated that there would be no permission granted for the importation of these three canned vegetables.

It was pointed out, however, that there would perhaps be permission for the importation of tomato puree, and this will doubtless be of much interest to certain sections of the trade.

Canned Vegetables—		
Asparagus (Amer.) mammoth green, doz.	....	4 00
Tomatoes, 1s	....	1 25
Tomatoes, 3s	2 50	2 75
Tomatoes, U.S. pack (2s)	1 90	2 12½
Tomatoes, 2½s	2 40	2 60
Peas, standards	....	1 75
Peas, early June	....	1 90
Beans, golden wax	1 85	1 90
Beans, Refugees	1 85	1 90
Corn, 2s, doz.	2 35	2 40
Spinach (U.S.), 3s	....	3 00
Do., (U.S.), gallons	....	10 00
Corn (on cob, gal. cans), doz.	....	8 50
Red raspberries, 2s	....	2 90
Simcoes	....	2 75
Red cherries, 2s	2 60	2 90
Strawberries, 2s	....	3 00
Blueberries, 2s, doz.	....	1 85
Pumpkins, 2½s	1 60	1 70
Pumpkins, 3s	....	1 75
Pumpkins (gallon), doz.	....	6 00
Carrots, sliced, 2s	....	1 45
Apples (gallons)	....	5 00
Peaches, 2s (heavy syrup)	2 00	2 40
Pears, 3s (heavy syrup)	....	2 45
Pineapples, 1½s	....	2 25
Greengage plums (light syrup)	....	1 90
Lombard plums (Heavy syrup), 2s	....	1 70

Carolina Rice Here; Other Supplies Light

Montreal.

RICE.—Supplies are stated by some of the jobbing interests to be fairly ample. This information indicates that, based on the usual demand, there will be enough to meet the needs of the trade for the next few months at least. Supplies of Carolina rice were received recently, and these are selling on the basis of 15c to 16c per lb. Prices are firm, and will in all probability rule strong, for some jobbers have not the quantities they had several weeks ago. A very good demand obtains, and for tapioca also there is some real good trading reported. Across the line there is a full maintenance of prices.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	12 50	16 00
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 00
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb. (seed)	0 15	0 16
Tapioca (Pearl)	0 15'	0 16

Marbot Walnuts go to 28c; Nuts Moving Freely

Montreal.

NUTS.—There is little question that many jobbers in various parts of Canada are protecting themselves for their likely requirements during the coming fall. This is borne out in the heavy inquiry made from all sources and each week sees a free movement of supplies to the various jobbers. As one informant said: "Nuts are vanishing." In view of the position with regard to imports prices are very firm. Walnuts have been advanced in one quarter this week 3c per pound, and this same jobber has entirely run short of Tarragona almonds, Grenoble and California walnuts. Trading is confined, of course, to the spot supplies, although in a few instances the shipments on the way to importers here when the new embargo was placed are being allowed in.

Almonds (Tara), per lb.	0 24	0 25
Almonds (shelled)	0 50	0 52
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 22
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 22	0 24
Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 28	0 30
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 76	0 78
Walnuts (Marbots), in bags	0 25	0 28

Dried Apples Slow; Prune Prices Hold

Montreal.

DRIED FRUITS.—That prune prices will be fully maintained is likely. This, in view of the sharpness of the advances just made public by the growers in the United States, will be certain, and there may even be local advances as a result. The Government there has agreed to a schedule for the various sizes, which is higher than some thought the Government would agree to, and when the trading prices are announced in July they will be based on this arrangement. Dried apples are slow here, and there is an inclination on the part of some to sell on a reduced basis, while others are all sold out. Portuguese cooking figs are to be had in mats at 13c per lb. Some incline to the belief that there are plenty of raisins to be had on spot. From the boats and the lumber camps there has been a larger request for dried fruits, apples figuring largely in these.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy) –		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels –		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Raisins—		
Malaga, table box of 22 lbs., 3-crown cluster, $3.25-$4.00; 4-crown cluster, $5.00; 5-crown cluster, $6.00.		
Muscatls, loose, 2-crown	0 10½	0 11
Muscatels, loose, 3-crown, lb.	....	0 11½
Muscatels, 4-crown, lb.	....	0 12
Cal. seedless, 16 oz.	....	0 14
Cal. seedless (new)	0 16	0 16½
Fancy seeded, 16 oz. pkgs.	....	0 13
Choice seeded, 16 oz. pkgs.	....	0 12
Valencias, selected	....	0 11
Valencias, 4-crown layers	....	0 11½
Currants, old	....	0 24
Do., new	....	0 32
Dates, Excelsior, per case	....	6 84
Do., Dromedary	....	7 92
Figs (new), 100 to case	....	11 00
Figs (layer), 10-lb. boxes	1 90	2 75
Figs, Spanish (mats)	....	0 12
Figs, Portuguese (mats)	....	0 13
Figs, Fancy Cal. White (Choice)—		
Pkgs. 16 oz. (10 pkgs.)	....	1 75
Pkgs. 10 oz. 12 pkgs.)	....	1 45
Pkgs. 8 oz. (20 pkgs.)	2 00	2 60
Pkgs. 6 oz. (50 pkgs.)	3 60	4 75
Pkgs. 4 oz. (70 pkgs.)	3 70	5 00
Prunes—		
30-40	....	0 19
California, 40-50s	....	0 18
25-lb. cases, 50-60s	....	0 16½
60-70s	....	0 15½
70-80s	....	0 13
80-90s	....	0 11½
90-100s	....	0 11
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Ample Syrup Stock to Meet a Fair Demand

Montreal.

MOLASSES AND SYRUPS.—The position on corn and cane syrups is unchanged. There is some demand yet, and this is about seasonable all around. For what trade needs there the stocks are sufficient, and in competition with molasses the manufacturers of syrup have reported a good season. The molasses supply is fair, but mostly delivered as it comes in from the producers at outside points. Prices are firm, without any change.

Corn Syrup—	
Barrels, about 700 lbs.	0 07
Half bbls. or quarter bbls., ¼c per lb. over bbls.	
Kegs	0 07½
2-lb. tins, 2 doz. in case, case	4 65
5-lb. tins, 1 doz. in case, case	5 20
10-lb. tins, ½ doz. in case, case	4 95
20-lb. tins, ¼ doz. in case, case	4 90
2-gal. 25-lb. pails, each	2 15
3-gal. 38½-lb. pails, each	3 25
5-gal. 65-lb. pails, each	5 25
Cane Syrup (Crystal) Diamond)—	
2-lb. tins, 2 doz. in case, per case	5 50
Barrels, per 100 lbs	8 00
Half barrels, per 100 lbs	8 25

Barbadoes Molasses—	Prices for Island of	Montreal
Puncheons	0 97	1 00
Barrels	1 00	1 03
Half barrels	1 02	1 05

For outside territories prices range about 3c lower.

Carload lots of 20 puncheons or its equivalent in barrel or half barrels to one buyer, may be sold at "open prices." No discounts will be given.

Good Canadian Beans Reported Scarce

Montreal.

BEANS.—There are some large importers of beans who assert that the supply of beans on the market is confined to a smaller compass than has been reported. Of the inferior Canadian beans there are plenty, but the better grades are scarcer. Some have a good supply of imported beans, and these are available on the basis of the prices given herewith. There are no changes of price.

Beans—		
Canadian, hand-picked, bush.	8 50	9 50
Ontario, new crop, 3 to 4 lbs.	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	9 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	9 50	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Cornmeal Easier; Rye Flour Also Down

Montreal.

CEREALS.—There is a little easier feeling in the cornmeal market, and golden was quoted as low as $6.60 this week. The flour substitute prices are eased a little, although the only change made is that in the price of rye flour. This is selling at $8.40 to $8.60 to the trade. The trade for these items used by the bakers is getting down to a more normal basis, and supplies are ample for the needs of the present. Rolled oat prices are firm, and one miller has lowered his prices to conform with others on package oats.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 60	7 00
Barley, pearl	7 75	8 75
Barley, pot, 98 lbs.	6 50	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	5 65	6 50
Rice Four	....	9 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	6 25	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	9 50	11 25
Rolled oats, 90-lb. bags	5 35	5 80
Rolled oats (family pack.), case.	5 25	5 75
Rolled oats (small size), case.	....	2 10
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots, 98 lbs.	8 40	8 60
Self-raising flour—		
3-lb. pkgs., doz.	....	2 80
6-lb. pkgs., doz.	....	5 50

Flour Sale Limited Owing to Restrictions

Montreal.

FEEDS AND FLOUR.—The sale of flour is very naturally narrowed down to the point where trading is confined within the limits of the Government's restrictions. The movement for regular trade requirements is small, and the mills' output is generally less as time goes on, even for export. There is a strong demand yet for feeds, prices are fully held, and the outlook is that these will rule firmly for the balance of the season.

War Standard, Graham and Whole		
Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers.	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	....	35 00
Shorts	....	40 00
Crushed oats	64 00	73 00
Barley chop	73 00	76 00
Barley meal	73 00	77 40
Feed oats, per bushel	....	1 06

Good Tea Stocks With Tendencies Firm

Montreal.

TEA.—There is every evidence of the stocks of tea in Canada being large enough to meet all demand for some time to come. At the same time some state that there has been considerable movement of tea into the U. S. from here, and if this has been carried out to any great extent it will have made a difference. The Japan market is very firm with an upward tendency. Cables state that an increase of 8½c to 12c per pound is now ruling there as compared with prices a year ago. The market on Japans is also very firm in the States. A more active condition is looked for in the next few weeks and in the meantime many of the markets are opening.

Ceylon and Indias—		
Pekoe, Souchongs, per lb.	0 47	0 49
Pekoes, per lb.	0 49	0 52
Orange Pekoes	0 53	0 55
Javas—		
Pekoes	0 41	0 43
Broken Orange Pekoes	0 43	0 45
Orange Pekoes	0 46	0 49

Inferior grades of broken teas may be had from jobbers on request at favorable prices.

Future Trading Firmer; Local Coffee Steady

Montreal.

COFFEE, COCOA.—The position of future coffees is on a more settled basis as far as the New York markets are concerned. Some activity resulted during the week when trading interests went into the markets for covering lots. The local situation is steady and fair consumption of coffee is reported. It is expected by some that there will be a larger use of coffee right along. Cocoa is steady on a fully unchanged basis.

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)	....	....

Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Sugar and Syrup Firm; Supplies Going to U.S.

Montreal.

SUGAR AND MAPLE SYRUP.—The fact that a great deal of demand exists across the line for our maple products is partly responsible for a strong and firm market. The quotations are unchanged as yet, but with supplies none too large and the demand healthy it will not be surprising to learn of an advance at any time. Buyers have been in the Canadian field from the United States for some weeks and shipments have been going forward there more or less freely for some little time.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal...	....	1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Cassias and Peppers, Nutmegs and Mace up

Montreal.

SPICES.—While the local markets are firm without change those outside have registered advances the past week, the items affected being some lines of white peppers, mace, nutmegs, and cassias. All through the continued firmness is attributable largely to the shortness of certain supplies and also to the activity in trading which is quite marked in New York. Here, the supplies are sufficient for the somewhat light amount of trading that is being done.

	5 and 10-lb. boxes	
Allspice	**0 16**	**0 18**
Cassia	....	**0 35**
Cassia (pure)	....	**0 35**
Cayenne pepper	**0 28**	**0 35**
Cloves	....	**0 75**
Cream of tartar	**0 80**	**0 90**
Ginger, pure	**0 25**	**0 35**
Ginger, Cochin	....	**0 25**
Ginger, Jamaica	**0 30**	**0 35**
Mace	**0 80**	**1 00**
Nutmegs	**0 40**	**0 50**
Pepper, black	0 40	0 42
Pepper, white	**0 42**	**0 45**
Pepper (Cayenne)	0 30	0 35
Pickling spice	....	**0 25**
Paprika	0 45	0 50
Tumeric	**0 21**	**0 23**
Cardamon seed, per lb., bulk	....	**2 00**
Carraway, Dutch, nominal	....	**0 75**
Cinnamon, China, lb.	0 25	0 30
Cinnamon, per lb.	....	**0 35**
Mustard seed, bulk	....	**0 25**
Celery seed, bulk	....	**0 46**
Shredded cocoanut, in pails	**0 21**	**0 23**
Pimento, whole	**0 12**	**0 14**

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Apples are Scarce: Oranges, Berries High

Montreal.

FRUITS.—The price of strawberries is up again and 30 to 35c per quart basket is asked. Apples are scarce, the better grades being offered only in decreasing quantities. Ontario Spys are not to be had here now. California navel oranges are scarcer and the result is an advance in the price. Fruit demand may be stated as very good and prices are quite fully maintained with very few exceptions.

Apples—		
Ben Davis	3 25	4 00
Russets	4 50	6 50
Nonpareil	5 00	5 50
Boxed apples (all sizes)	2 75	3 00
Bananas (fancy large), bunch	5 00	5 50
Cherries (California), box	3 50	3 75
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	....	5 00
Grape fruit (fancy Porto Ricos) 54, 46	....	4 75
Lemons (fancy new Messina)	7 50	8 00
Lemons (choice)	....	7 00
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	6 50	7 25
Oranges, Porto Ricos	....	5 50
Oranges, California navels	7 50	8 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	5 50
Oranges (Sorrentoes), 200 size	....	5 00
Pineapples, Cuban (crate)	....	6 00
Pineapples, Florida	....	6 00
Peaches (6-basket)	....	3 50
Strawberries (box) (quarts)	0 30	0 35
Watermelons (each)	....	0 40

Tomatoes are Easier; Asparagus Scarce

Montreal.

VEGETABLES.—Tomatoes are easier this week, being quoted as low as $2.25 per case of four baskets. On the other hand, cucumbers are scarce and it is hinted that these may be shut out from the United States markets. Cabbage and beets are scarcer as is also asparagus. The cold weather is limiting production. New Baltimore cabbage is being offered at $6 per crate. Altogether the markets are fairly active. The imported wax and green beans are scarce and higher in price.

Asparagus (doz. bunches)	3 00	3 50
Asparagus, Western Grass (bask.)	....	2 50
Beans, new string (25-lb. Basket)	4 00	4 50
Beets (60-lb. bag)	....	0 75
Beets, new (hamper)	....	2 25
Cauliflower (Montreal), doz.	....	3 00
Cabbage (new), barrel	....	5 00
Cabbage (New Florida), crate	....	3 00
Cabbage (Baltimore), crate	....	6 00
Carrots (bag)	....	1 25
Carrots (new) hamper	....	2 25
Celery (Wash.) doz.	....	2 00
Cucumbers (Boston), doz.	2 00	2 50
Cucumbers (hamper)	....	5 00
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (doz.)	0 40	0 50
Lettuce (Montreal), doz.	1 00	1 25
Leeks	....	2 50
Mint	....	0 60
Mushrooms, lb.	....	0 90
Onions, red (100-lb. bag)	....	2 00
Onions, spring, doz.	....	1 50
Onions (Texas), No. 1 yellow, cte.	....	2 75
Do., No. 2 white wax (crate)	....	2 75
Do., Silver and Red (crate)	....	3 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	0 75
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Peas (in hampers)	....	4 00
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 65
Potatoes, new, Florida, bbl.	....	7 50
Romane	....	0 50
Radishes (doz.)	....	0 25
Rhubarb, doz.	0 25	0 35
Spinach, box	0 25	0 50
Turnips (Montreal), bag	....	2 25
Turnips (Quebec)	....	3 00
Tomatoes (hothouse), lb.	....	0 40
Tomatoes (Mississippi flats), 4-bas.	....	2 25
Watercress (Can.)	....	0 40
Watercress (Amer.)	....	1 00

ONTARIO MARKETS

TORONTO, June 19.—The markets show little change during the week and are pursuing the even tenor of their various ways. Prune growers have named a maximum price for their production this year which is said to have the approval of the Government in the United States and will be higher than last year's figures. Sugar supplies seem to be ample with very good deliveries reaching the market. Business is fair though tending towards quietness.

Sugar Arriving in Ample Quantities

Toronto.

SUGAR.—There is no shortage of sugar reported at the present time, stocks in wholesalers' hands being more than equal to demands and very good deliveries being made by the refineries to the trade. Prices have held firm and unchanged. The past week deliveries of raws to United States show an increase over the previous week and a very heavy tonnage still remains at Cuban ports to be transported. It is reported that 12,000 tons have been sunk by German submarines operating off the coast. A very good distribution by United States refineries is reported though the demand shows some falling aff. Some buyers are taking fairly large shipments into stock before the advance in freight rates of 25 per cent. becomes effective. The United States Food Administration Board has advised all canners and others using sugar for preserving purposes to cover for their season's requirements now. Locally the market holds firm and unchanged.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	9 07
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1.

Gem Jars Advance $1 Gross; Other Lines

GEM JARS, OTHER LINES.—An important change has been made in Gem jars, which advanced $1.00 per gross during the week. An advance in Christie-Brown sodas of 2c per pound has also been made. Canary seed is higher, sell-

ing around 15-16c per pound. Higher figures have been named on MacLaren's peanut butter in bulk, the 15-pound pails selling at 27½c and the 24-pound pails selling at 26½c per pound. Putz cream, 8-oz., at $2.00 dozen, and 3-oz. at $1.10 per dozen are higher, while Silva Putz, 8-oz., is also up to $2.00 dozen.

Some Molasses Up; Further Supplies Uncertain

Toronto.

MOLASSES.—A stiffer market has developed in Barbadoes molasses, the fancy reaching $1.05 and choice 95c per gallon. Present stocks are light and future supplies not being figured on owing to excessively high figures at primary points with heavy carrying charges added. Business is along fairly normal lines. Syrups are in fair demand with prices unchanged.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	6 50
Cases, 5-lb. tins, 1 doz. in case	5 20	6 70
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb...	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy, Barbadoes, barrels	....	1 05
Choice Barbadoes, barrels	....	0 95
West India, ½ bbls., gal.	....	0 56
West India, No. 10, kegs	....	6 50
West India, No. 5, kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	....	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Apples in Demand; Other Lines Moving

Toronto.

CANNED GOODS.—With barreled apples fairly well cleaned up, an improvement in the demand for canned apples has become apparent, sales in very good volume being reported. Canned vegetables are also moving out fairly well, prices holding firmly. Goodwillies' red raspberries at $3.60 case of 1 dozen show an advance for the week. List of quotations follows:

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45
Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 65	2 75
Peas, standard	1 95	2 00
Peas, early June	1 95	2 10
Beans, golden wax, doz.	1 85	2 10
Beans, Midget, doz.	2 25	2 45
Asparagus tips, doz.	3 25	3 65
Corn, 2s, doz.	2 45	2 60
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin	....	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 84	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 40	3 60
Strawberries	3 60	4 40

Maximum Prices Named on Prunes and Raisins

Toronto.

DRIED FRUITS.—Maximum prices to prune growers and to growers of raisins for 1918 crops have been named and approved by the Food Administration Board at Washington. These prices are somewhat higher than had been expected. It is thought now that jobbers will be able to line up their requirements prior to July 15, when trading will be permitted and in this way overcome readjustment which often comes later in the season. A couple of cars of candied peel have reached the city and are being taken into stock by buyers. Prices on Canadian peel to arrive are given as follows: Lemon, 35c; orange, 38c; citron, 41c per pound. A slightly easier tone is remarked in Grecian currants, selling at 26c in some quarters.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	....	....
Orange	....	....
Citron	....	....
Currants—		
Grecian, per lb.	0 26	0 28
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs. 20s. case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16¼
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 11½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 14	0 15½

Future Teas Look High; Trading Fair

Toronto.

TEAS.—Evidence seems to be accumulating daily that future teas will show decidedly higher figures, prices named at primary points so far being at considerably higher levels than those prevailing last year. A fair amount of trading between wholesaler and retailer is in evidence though importers indicate their trade within rather narrow channels just at present. It is intimated that the United States Government has done away with the import tariff rate on teas, which has existed for years. This is causing the trade some concern and Tea Trade Association has been in communication with Washington. Word has been received advising that new rate of $1.87½ per 100 pounds on carload shipments has been fixed as against previous rate of $1.10.

Ceylon and Indias—		
Pekoe Souchongs	0 46	0 48
Pekoes	0 48	0 56
Broken Pekoes	0 56	0 58
Orange Pekoes	0 58	0 60
Broken Orange Pekoes	0 60	0 62
Javas—		
Broken Pekoes	0 45	0 48
Japans and Chinas—		
Early pickings, Japans	....	0 50
Second pickings	0 40	0 48
Hyson Thirds, lb.	0 40	0 48
Do., seconds	0 50	0 55
Do., sifted	0 50	0 62

and are meant to give some indication of price movement.

These prices do not indicate the wide range in the values. They are good medium grades,

Coffee in Good Demand; Stocks Light

Toronto.

COFFEE.—A very good demand is in evidence in coffee and spot stocks are reported very light. The opinion is expressed that owing to difficulty in getting shipments through from South America that Jamaica coffee may come through in greater volume to this market. Licenses for the import of coffee are to be handled through Ottawa, details of which appear elsewhere in this issue.

Coffee—		
Bogotas, lb.	0 33	0 36
Guatemala, lb.	0 29	0 31
Maracaibo, lb.	0 30	0 35
Mexican, lb.	0 32	0 36
Jamaica, lb.	0 31	0 36
Blue Mountain Jamaica	....	0 46
Mocha, Arabian, lb.	....	....
Rio, lb.	0 24	0 29
Santos, Bourbon, lb.	0 30	0 32
Chicory, lb.	....	0 25
Cocoa—		
Pure, lb.	0 25	0 30
Sweet, lb.	0 18	0 20

No Change in Spice Quotations

Toronto.

SPICES.—There has been no change in spice quotations during the week, though a very strong undertone is reported and that higher levels may be attained in some lines seems quite possible. Business is fair with limited quantities of goods getting through to this market.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10

Firmer Tendency Noted in Nuts

Toronto.

NUTS.—A much firmer tendency is noticeable in practically all lines of nuts and advances have been recorded in many quarters. Shelled almonds are being quoted at from 52 to 55c; Tarragona almonds from 25 to 27c, and shelled walnuts 75c to 80c per pound. These apply principally on new stocks arriving, some supplies previously on hand selling at slightly lower figures. Licenses for new orders are not being granted as yet and to what extent, if any, imports will be allowed in is still uncertain. The present range of quotations follows:

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 27
Walnuts, Bordeaux	0 25	0 27
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 19	0 22
Pecans, lb.	....	0 27
Peanuts, Jumbo, roasted	0 24	0 25
Do., Fancy, roasted	0 24	0 25
Brazil nuts, lb.	....	0 17
Cocoanuts, 100s	....	7 50
Shelled—		
Almonds, lb.	0 45	0 55
Filberts, lb.	0 35	0 40
Walnuts, lb.	0 75	0 80
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, 30-32 to oz.	....	0 18
Brazil nuts, lb.	0 66	0 68

Little Movement Shown in Beans

Toronto.

BEANS.—There is very little movement reported, trading being comparatively light with heavy stocks on hand. Prices have held firm and unchanged.

Ontario, 1-lb. to 2-lb. pickers, bu.	8 00	8 50
Do., hand-picked	9 00	9 25
Can. white kidney beans, bush.	....	9 00
Rangoons, per bush.	6 25	7 00
Yellow eyes, per bushel	....	....
Japanese Kotenashi, per bush	....	8 00
Limas, per pound	0 18½	0 22

Rices in Good Demand; Hold Firm

Toronto.

RICES.—Rices continue in good demand and recent arrivals from the coast have kept stocks in good condition. Prices are holding steadily on an unchanged basis.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Firm Market In Package Goods

Toronto.

PACKAGE GOODS.—The market generally is holding firm and sales of corn flakes, etc., are being maintained at a very fair average. Rolled oats remain quiet, which is a seasonable condition. Prices remain unchanged.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 25	6 00
Rolled oats, round, regular 18s, case	2 13	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons.	0 10	0 11½
Do., in 6-lb. tins	....	0 13
Do., in 6-lb. boxes	....	0 13
Do., in 100-lb. kegs	....	0 11

Maple Syrup Holds; Honey Stocks Light

Toronto.

MAPLE SYRUP, HONEY.—Maple syrup has held firm without any price change for the week, and normal demand in evidence. Honey stocks are very light, stocks generally getting pretty well cleared up. Prices are given herewith:

Honey—		
Clover, 5 and 10-lb tins	....	0 28
Do., 54s, case	....	....
60-lb. tins	....	....
Buckwheat, 60-lb. tins	0 17	0 18
Comb, No. 1, fancy, doz.	3 50	3 60
Do., No. 2, doz.	3 00	3 25
Jars, 7-oz., doz.	....	....
Do., 10oz., doz.	....	....
Do., 12-oz., doz.	....	....
Do., 16-oz.	....	....
Maple Syrup—		
No. 1, 10-lb. tins, 6 to case	....	15 10
No. 2, 5-lb. tins, 12 to case	....	17 10
No. 3, 2½-lb. tins, 24 to case	....	18 50
No. 3, 32-oz. bottles, 24 to case.	....	16 70
Gallon tins, Imperial, per gal.	2 00	2 25
5-gallon tins, Imperial, per tin	....	10 50
Barrels, 25 or 40 Imp. gals., gal	....	2 00

Canadian Strawberries Offering; Peaches Easier

Toronto.

FRUIT.—Canadian strawberries made their appearance on the market last week and were quoted around 35 to 38c per box. In some quarters it is thought prices may decline to about 25c this week, though the crop is reported light. Peaches are arriving in better quantities and prices have eased off somewhat. Better keeping varieties are expected to start this week. Oranges seem a little easier though prices locally do not reflect this tendency yet. There is evidently a desire on the part of growers to restrict shipments so that supply which is light may spread out as long as possible. Light supplies of bananas are coming through owing to transportation difficulties. Some Florida grapefruit is coming through and prices remain high.

Apples—		
Ontario—		
Ben Davis, No. 1, bbl.	....	6 00
Do., No. 3, bbl.	....	4 50
Bananas, yellow, bunch	4 00	4 50
Do., per lb.	....	0 07½
Cherries, Cal., box	3 25	3 50
Grapefruit—		
Floridas, 46s, case	....	6 50
Do., 54s, 64s, 126s, 150s	....	6 50
Oranges—		
Valencias—		
96s	....	7 00
100s	....	7 00
126s	....	8 00
150s, 176s, 200s, 216s	8 00	8 50
250s	8 00	8 50
288s	8 00	8 50
324s, 360s	....	7 00
Lemons, Cal., case	11 00	13 00
Do., Messinas, box	9 00	11 00
Peaches, Georgia, 6 bask. crate	....	4 00
Pears, Cal., box	....	....
Pineapples—		
Do., Cuban, cs. 24-30s	5 75	6 50
Strawberries—		
quarts	0 25	0 35

Cabbage Scarce, High; Cantaloupe Expected

Toronto.

VEGETABLES.—Cabbage is in rather scarce supply and prices have taken a decided jump. Stocks at United States points are reported light and quotations there high. Cantaloupes are expected during the week, the standard crate selling at around $7.50-$8.00 and flat at about $2.50. Texas onions are cleaning up and next arrivals will be bag stock from Kentucky. New potatoes from Virginia and Carolina are arriving in very good quantities with slightly easier prices in sight for both varieties. Tomatoes have registered a decline; Mississippi still forms principal source of supply though crest of movement is over Tennessee and Texas are coming and prices it is thought will hold. All States report good quality. Cucumbers and watermelons will clean up fairly well this week and further supplies are not expected as these two lines are on embargo list.

Asparagus, Canadian, basket	2 00	2 50
Artichokes, Cal., doz.	....	1 25
Beans, wax, hamper	2 75	4 50
Do., green, hamper	2 50	2 75
Beets, new, hamper	1 75	2 00
Do., Canadian, doz.	....	0 65
Brussel sprouts, quart	....	....
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	4 50	5 00
Do., Carolina, crate	4 50	5 00
Do., Mississippi, crate	4 50	5 00
Cantaloupes, standard crate	7 50	8 00
Do., flat crate	....	2 50
Carrots, bag	....	....
Do., new, hamper	....	1 75
Cucumbers, hothouse, basket	3 00	3 25
Do., North Carolina, crate	4 75	5 00
Do., Florida, hampers	4 00	4 50
Lettuce, leaf, doz. bunches	0 25	0 50
Do., head, doz.	1 00	1 25
Mushrooms, basket	....	3 25
Onions—		
Texas, 50-lb. crate	....	2 25
Parsley, doz. bunches	0 85	0 90
Parsley, doz. bunches	....	0 85
Peas, green, new, hamper	....	3 75
Parsnips, bag	....	1 00
Peppers, green, doz.	0 75	0 90
Potatoes—		
Ontario, bag	1 50	1 60
N.B. Delawares	....	1 75
New Carolina, bbls.	....	7 50
Do., bushel basket	....	2 75
Spinach, Canadian, bushel	0 50	0 75
Rhubarb, dozen bunches	0 20	0 40
Tomatoes—		
Mississippi, 4 bask. crate	2 00	2 25
Hothouse, fancy, lb.	0 35	0 40
Turnips, bag	....	0 65
Watermelons, each	0 75	1 25

Flour Very Dull and Uninteresting

Toronto.

FLOUR.—Conditions are unchanged, and the market may be termed dull and uninteresting. There is very little flour moving to the retailers, and the demand all around seems limited.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Government Feed Program Leaves Out Dealer

Toronto.

MILL FEEDS.—The Ontario Government is endeavoring to put out a balanced ration, with the help of the millers, to tide over the period from August 1 to

October 15, when wheat is unavailable and consequently no feed is being ground. Some doubt is expressed as to the success of the scheme, and the distribution will not follow the regular channels, through the retail trade, but be undertaken through the farmers' clubs throughout the country. This at once places restrictions on the use of this product, as only members of these clubs can buy same, whereas the legitimate dealer is accessible to all. The working out of the proposed measure will be watched carefully. Further details appear elsewhere in this issue.

Mill Feeds—	Mixed cars ton	Small lots ton
Bran	$35 40	$37 40
Shorts	40 40	42 40

Corn Flour Slightly Easier; Other Lines Firm

Toronto.

CEREALS.—A slightly easier tone is noticeable in corn flour, prices in some quarters declining to $5.80 for 98's. No change in any of the other lines is recorded, prices holding firm on an unchanged basis. A fair demand is in evidence, but volume of business is not too heavy.

	Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25
Buckwheat Flour, 98s	....	6 50
Cornmeal, Golden, 98s	6 00	6 75
Do., fancy yellow, 98s	....	5 00
Corn flour, 98s	5 80	6 50
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 00	5 50
Oatmeal, 98s	5 75	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, June 19.—The demand for sugar from the retail trade is very heavy, and supplies are coming along better than they were. The British Columbia Sugar Refinery Company have advanced their quotation 40 cents per cwt., which really means that they are out of this market for the present. While the situation is much better than it was, there is not enough sugar here to sell freely. It is a little too far ahead to state whether there will be sufficient sugar for preserving, but if supplies continue coming the way they are doing now, there will be plenty for that purpose. It is stated that the British Columbia Sugar Refinery Company will commence to store sugar next week at Regina, and resume shipments from that point.

Still Difficulty Getting Coffee Shipments

Winnipeg.

COFFEE—Jobbers state they are experiencing difficulty getting some lines of coffee owing to shipping conditions and difficulty getting permits to allow shipments from the United States.

Expect Syrup Shipments From British Columbia

Winnipeg.

SYRUPS—The trade are expecting shipments of Rogers' golden syrup to reach this market in about three weeks' time. It is not known yet whether prices will be higher than they were when the supply was cut out. Quotations then were as follows:

24 by 2 lb. tins, case	5 35
12 by 5 lb. tins, case	6 25
6 by 10 lb. tins, case	5 85
3 by 20 lb. tins, case	5 70
12 by 3 lb. seal glass jars	4 25

Rice and Tapioca Continue Very Firm

Winnipeg.

RICE—The market continues very firm on this commodity, and the same applies to tapioca and sago.

Extra fancy, Japan, 100-lb. bags		0 10½
Fancy Japan, 100-lb. bags		0 09½
Choice Japan, 100-lb. bags		0 08½
Siam, 100-lb. bags		0 09¼
Tapioca, lb.	0 13½	0 14
Sago, lb.	....	0 11

Lower Prices Quoted on Evaporated Apples

Winnipeg.

DRIED FRUITS—All lines of dried fruits are moving well. Lower quotations are now being made on evaporated apples, which are bringing 17¾ cents for 50's, best Ontario white stock.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	....	0 10
80-90s, 25-lb. boxes, per lb.	....	0 10⅝
70-80s, 25-lb. boxes, per lb.	....	0 11¼
Apples—		
Choice, 50-lb. boxes, lb.	....	0 17¾
Pears, choice, 10-lb. bxs., faced, lb.	....	0 16

Salt Situation Becomes More Serious Daily

Winnipeg.

SALT—The situation as regards salt is getting very serious. The trade state that certain wells are three months behind with their orders, and the situation is liable to be worse as time goes on. There is no change in quotations, however.

Expect Permits to Import Nuts

Winnipeg.

NUTS—The wholesale trade draw attention to the fact that they are expecting to get nuts, as they seem to think there will no doubt be permits issued for certain quantities.

Cantaloupes Arriving; Lemons up to $9.50

Winnipeg.

FRUIT AND VEGETABLES—New lines on the market this week are new potatoes 4c a pound; Texas head lettuce $1.50-$2 doz; cantaloupes $10 a crate of 45; Hood River strawberries $5.50-$6, and a few California apricots coming in by express. The cantaloupes are not very plentiful, but there will be more in next week. The price will not be lower until carlots arrive in about a week's time. Florida pineapples are arriving at $5.50-$6. There is a liberal supply of Hood River strawberries. Raspberries will not be in for another week. Oranges are scarce, and are bringing $9 a case. Lemons have jumped to $9.50; cherries are down to $4 a box; Mississippi tomatoes are coming in at $4 per 4-basket crate, but should be lower.

Wax Beans, hamper	....	4 00
Green Beans, hamper	....	4 00
Cucumbers, doz.	....	3 00
Asparagus, doz.	....	1 50
Cabbage, lb., local	....	0 04
Potatoes, Albertas	....	1 00
Potatoes, new, lb.	....	0 04
Beets, with heads on, hampers	....	2 00
Carrots, with heads, hampers	....	2 00
Head Lettuce, Texas	1 50	2 00
Turnips, cwt.	....	2 00
Tomatoes, Mississippi, crate	....	3 00
Onions, Valencias, lb.	....	0 0'
Onions, silvers and yellows	....	2 25
Radishes, doz.	....	0 65
Parsley, imported, doz.	....	0 75
Shallots, doz.	....	1 00
Fruits—		
Apples, box	4 00	5 00
Oranges	....	9 00
Lemons, Cal.	....	9 50
Bananas, lb.	....	0 08½
Cherries, box	....	4 00
Grapefruit, case	....	6 50
Strawberries, Hood River	5 50	6 00
Pineapples, case	....	5 50
Cantaloupes, crate of 45	....	10 00

Oats Tend Upwards; Predict Feed Shortage

Winnipeg.

FLOUR AND FEED—Millers report that domestic business is being curbed owing to the fact that the amount of flour offered to the Wheat Export Co. by the end of June still shows a considerable balance undelivered. All mills have been instructed to get unshipped balance to seaboard by June 30. There will have to be a replenishing of domestic stocks in July, and the mills are still hoping that they will have sufficient wheat to keep them running at least the major portion of July.

Govt. Standard Flour—		
Cash carload price	...	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 70
Cereals—		
Rolled oats, 80s	4 00	4 30
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98s	....	5 60
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80
Barley—		
Pearl, 98-lb. bags, per bag	....	7 25
Pot, 98-lb. bags, per bag	....	5 15
Beans—		
Lima, Manchurian	....	0 17
Fancy white, bushel	....	6 50
Peas—		
Split, 98-lb. bags, per bag	....	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole green, lb.	..	0 11¾

ROLLED OATS—All wholesalers are pretty well filled up; there is practically no demand from the retail trade. The price for bulk is still $4.30. The tendency for raw material is still upward.

FEEDS—Millers state there will be a scramble for feeds next fall, as there will be very little available. There will be very little laid away in stock during July, as many of the mills will be closed down.

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, June 18.—Butter has taken a drop during the past week and is now quoted at 53c for the best quality. There is a plentiful supply, good grass butter now being available from Alberta. Lard is firm in price, but after several weeks of steady advance it seems to have reached a limit. There is little call for margarine. Eggs have shown some advances, fresh are now quoted at 52c, with Alberta eggs at 45c. New potatoes are plentiful and are selling at 9c a pound. There are still plentiful supplies of old, but there is no present sign of any break in price. Oranges are in better demand owing to the scarcity of other fruits. Lemons are at the unprecedented price of $9.50 a box. There is no relief as yet in the rice situation.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	....
Do., Siam, No. 2	1 85	1 90
Rice, China, 44 lb. mats, No. 1	1 90	1 95
Do., No. 2	1 75	1 89
Do., Japanese	2 10	2 15
Beans, Japanese, per lb.	0 09	0 15
Beans, B.C., white	0 14½	0 15
Potatoes, per ton	30 00	45 00
Lard, pure, in 400-lb. tierces, lb.	....	0 33
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 49	0 53
Cheese, Canadian	....	0 25¾
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	....	0 52
Oranges, box	....	8 00
Lemons	....	9 50
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 18.—Rolled oats in cartons have declined 2c a case. Eggs are somewhat easier, selling from $10 to $11 a case. Butter is quoted at 35c. There is no Barbadoes molasses in bulk offering at present. Other price changes are as follows: Candles 16½c and 17c for 6's and 12's. Four-ply twine is now 72c a pound. Shelled walnuts, halves, are quoted at 85c. Some evaporated apples, 50's are offering at 21c. Black and white pepper in bulk is higher this week. Sealers are still on the up grade. There are a few tomatoes, 2½'s at $4.95, but $5.50 is the more general price. B. C. strawberries are offering at $4.00 a crate.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 45	4 60
Rice, Siam, cwt.	....	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	4 50
Do., No. 2	....	4 15
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt.	....	10 60
Cheese, No. 1, Ontario, large	0 24½	0 26½
Butter, creamery, lb.	0 45½	0 47
Do., dairy, lb.	....	0 35
Lard, pure, 3s, per case	....	19 80
Eggs, new-laid, case	10 00	11 00
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	4 9t	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	....
Apples, evaporated, 50s, lb.	....	0 21
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	0 14½	0 17
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	17 00	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	10 00	11 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 18.—The government estimates place the estimate of wheat sown in the province of Saskatchewan at 9,222,000 acres, an increase of nearly a million bushels, and with seasonable weather the province will have an additional 16,000,000 bushels of wheat to bolster up the world's depleted stocks this fall. Rain is badly needed in all parts of the province. In the general market conditions all lines of candies have advanced two to three cents a pound. Rolled oats are higher and are quoted at from $4.45 to $4.50 for brails. Sugar is selling at $10.25. Maple syrup is up to $2.00 a case. Some lines of sardines have advanced about a dollar a case. Eggs are quoted at from 30c to 32c. Wash boards have advanced in price.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 20
Molasses, extra fancy, gal.	..	0 70
Rolled oats, bails	4 45	4 50
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 25
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 47½
Eggs, new-laid	0 30	0 32
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 35
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 65
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

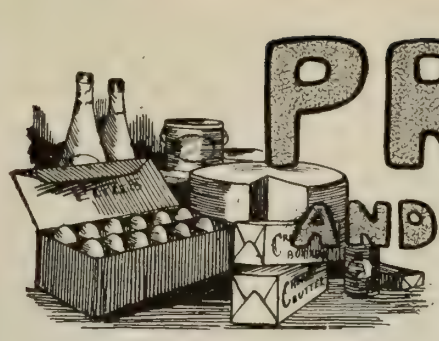
New Brunswick Markets

FROM ST. JOHN, BY WIRE.

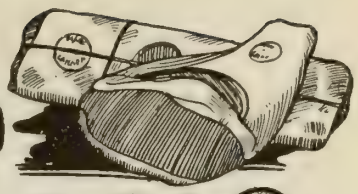
St. John, N.B., June 18.—This week the markets continue fairly steady. Business is good with a brisk demand in evidence. There is however an increasing difficulty in securing supplies in various lines. Ordinary cornmeal shows a sharp drop and is now selling at $3.80 to $3.90. Rolled oats are easier, being quoted at $11.75. Eggs are slightly firmer at 35c to 37c. Butter continues to decline, creamery being quoted at 42c to 44c, and dairy at 39c to 42c, and tub 36c to 38c. American clear pork is also off and is now $60 to $63. Evaporated apples are easier, selling at 18c to 19c. Bermuda onions are scarcer, $2.75 to $3.00 being the quoted figure.

ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	12 05
Cornmeal, gran., bbls.	....	14 50
Cornmeal, ordinary, bags	3 80	3 90
Molasses, extra fancy, gal.	....	0 90
Rolled oats, bbl.	....	11 75
Beans, yellow-eyed	....	10 00
Beans, Canadian, white	....	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	....	0 25
Eggs, case	0 35	0 37
Breakfast bacon	....	0 40
Butter, creamery, per lb.	0 42	0 44
Butter, dairy, per lb.	0 39	0 42
Butter, tub	0 36	0 38
Margarine	0 32½	0 33
Lard, pure, lb.	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	60 00	63 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 10
Raspberries, 2s, Ont. case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	0 18	0 19
Peaches, per lb.	....	0 19
Potatoes—		
Native, barrel	2 80	3 00
Onions, Bermuda	2 75	3 00
Do., Texas	2 75	3 00
Lemons, Cal., Messina, case	9 00	10 00
Oranges, California, case	6 00	9 00
Grapefruit, case	6 50	7 00
Pineapples	7 00	8 00
Bananas, per lb.	0 08	0 08½



PRODUCE AND PROVISIONS



General Store Handles Produce at Loss?

An Interesting Letter From a Western General Merchant Exemplifies the Way the Produce Handling System is Operating Against the Merchants' Interest —What Can be Done to Remedy Situation?

THE following letter was written by a Manitoba general merchant to a wholesale grocer in Winnipeg. He is voicing a complaint which has been troubling retail merchants for many years, and the wholesale trade in Winnipeg think it time that something was done in order to protect the country retail merchant from paying exorbitant prices to farmers for butter and eggs. The letter reads as follows:

"I beg you to try your best to sell these eggs for a good price because I paid for them 33 cents per dozen.

"I am writing you this special letter to explain to you the profits we have on the egg business. I beg you to be so kind just to figure up all the expenses we have before we deliver the eggs to the wholesalers' warehouse.

"This shipment eggs cost me 33c a dozen.

"The freight on empty egg cases,

"The loss on empty egg cases.

"Freight for eggs and cartage to the warehouse.

"These expenses are not less than 3c per dozen and if these eggs will be sold for 30c per dozen f.o.b. Winnipeg, I will have to lose 6c for each dozen. I figure this loss on the eggs will exceed the profit of the goods that I trade them off for.

"I consider that this is a poor way of doing business and this is nobody's fault except the local merchants paying for the produce more than it is worth in Winnipeg. Each one is trying to beat his opposition and at the same time forgets that he is beaten first, and not one of them stops for a minute to think and to figure up what he is doing. I think that this is a sickness that no doctor can cure, but each merchant could be a doctor for himself—that is not to run ahead of the other merchants and pay for the produce more than it is worth. Instead of doing so would it not be far better and nicer for them to have an arrangement to pay for the produce just the right price that they are able to pay.

"I think it would not be a bad idea if the wholesalers would send out letters once in a while to the local merchants and to explain to them the right way to do business, because there is a lot of merchants who don't know what they are doing."

Getting Business That Shows No Profit

Speaking to the Western editor of CANADIAN GROCER, a Winnipeg wholesaler said:

"This condition has existed for many years. The reason is that a storekeeper in a country town in order to induce the customers of another dealer to patronize his store offers two or three cents more for eggs and butter than the other dealer. This means that he is offering several cents more than he can realize on that when sold in Winnipeg. Naturally, this results in most unpleasant competition. It means that the other retailer has to do the same thing, so that they are both losing several cents per dozen on the eggs they take in.

"In many cases the merchant adds something on to the price of goods which he gives to the farmer in exchange for his produce in order to make up this difference, but in the majority of cases he is not able to do this, so that the merchant suffers a dead loss. It is a bad practice and should be remedied.

"The best way would be for the Retail Merchants' Association to circularize the retailers in the country during the time when there are heavy receipts of produce, pointing out the folly of paying more for produce than their cash value. It would also help considerably if merchants in a town would get together in a case like this, not to fix prices, for this is contrary to the law, but to agree not to pay more for produce than it is worth.

"If the merchant pays 10 to 20 per cent. more for produce than it is worth, he has got to make it up by charging more for his goods, or else lose this amount himself.

A Serious Problem

"It is a very serious matter as it is general throughout the West. It applies not to the large towns, of course, but only to places where they have to ship their produce in order to get rid of it. I know that dealers are sick to death of the practice, but are unable to help themselves."

Goods as Valuable as Cash

This letter raises the question of one of the most serious problems that faces the general store merchant. In very many cases a goodly proportion of his business is done on a basis of exchange. There is a transfer of goods with no outlay of actual cash. That possibly is one of the reasons for this state of affairs, for the merchant will on many occasions take in goods that he would never buy if he were paying actual cash. Apparently he looks on his stock as something other than cash, but there is no justification for this viewpoint and the merchant must realize this fact. There is no purpose in trade unless there is a profit thereby, and in far too many cases the merchant is merely a handler of the farmer's produce with absolutely nothing to show for his labor.

The case of the merchant who wrote the above quoted letter is by no means an isolated one. A visit to many general merchants throughout the country will bring out evidences of a similar state of affairs, of merchants who are suffering loss through failure to candle eggs, a practice which they fear will offend their customers, and of paying more than the market value of the goods. There is not much purpose to holding the good will of the customers unless that good will can be crystallized into profit, and unless the merchant can do this business of handling butter and eggs at a profit he would be well advised to cut loose from it. There is always the horror of losing a customer before the merchant's gaze to keep him playing into the farmers' hands. But this

horror is ill-founded. Unless there is a profit in the transaction there is nothing to be gained by keeping that particular customer.

A Question for General Store Keepers

This is a very live question, and one that must have faced many merchants, and probably many of them have found a solution that has proven satisfactory in their case. CANADIAN GROCER would be very glad to hear from any merchant regarding this matter, as it is of prime importance that some change should be made in these burdensome and unbusinesslike conditions.

A BLOW TO CANADA'S EGG EXPORT TRADE

The Allied Buying Commission has notified Chicago egg dealers that they will pay for good American eggs same price as for Canadian eggs. The latter have always been considered more valuable on the English market to the extent of one shilling for 10 dozen, or about 2½c per dozen.

American eggs into storage have cost around 34c-30c in country, and Canadian eggs from 37c up. This action is a very serious blow to Canada's export trade in eggs. Canadian eggs have been costing on an average of about 3c a dozen more in the country than American eggs, and therefore the eggs in storage are at a decided discount on the export market. Canadian eggs are generally admitted to be of a better quality than American, but apparently the Allied Buying Commission does not consider that this difference is sufficient to warrant any preferential treatment.

REGULATING THE SALE OF CREAM CHEESE

No packer or wholesale distributor is permitted to accept under any circumstances any cream cheese which has been made thirty days or more. Each package is now marked with a serial number and consequently its age cannot be disguised.

MAY BE SHORTAGE OF PRESERVING JARS

A considerable variance of opinion exists as to whether or not there will be a shortage of glass preserving jars this season. Last summer was a particularly good season for glass jars and heavy stocks were bought up by retailers. It is therefore contended that there must be large numbers of jars in all homes and that the call will not be as heavy this season as last year. On the other hand some retailers are expecting an unprecedented demand for jars if the fruit and vegetable crops are good this season. Large orders for jars were placed with the manufacturers some months ago and it is fully expected that these will be delivered. It is said to be doubtful, however, if further supplies. made necessary by heavy demands this season, will be forthcoming from the manufacturers.

Prices on glass jars have risen steadily for some years past. Present quotations are the highest recorded in the past twenty years and show a price of $16 per gross for Imperial half-gallon jars.

Owing to the scarcity of wire it has been necessary for one manufacturer to notify the trade that they will be unable to supply the type of jar which is provided with a wire ring. This report led to the assumption that the manufacturers would be unable to meet demands for jars of any type, but this is denied. The situation is described by jobbers as precarious. It will undoubtedly depend upon the extent of the demand of the consumer this season, and this in turn will depend upon the number of jars held over from last season and the size of the season's fruit crop.

TO CAMPAIGN AGAINST RATS

Clarence H. Smith, president of the Border Cities Retail Merchants' Association of Ontario, at a recent meeting urged the formation of rat-killing clubs. He pointed out that according to figures provided by the entomological branch of the agricultural department. more than $1,000,000 worth of foodstuffs was destroyed by rodents in Essex county alone last vear. The loss in corn totalled $500,000.



The grocery and meat store of James Smith, Welland South, Ont showing how these two departments can be closely associated without detracting from the appearance of the store.

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

THE Allied Buying Commission has notified the Chicago egg dealers that they will pay the same price for American eggs as for the Canadian. Canadian eggs in the past have been about 2½c a dozen higher on the London market than the United States product, so under the present arrangement export business for Canada looks pretty slim. American eggs have been put into storage at around 34c, while Canadian range from 37c up, and a very small percentage at 37c, so it is not impossible to figure which has the better opportunity for sale. The egg market locally shows no particular change. The current demand is fair, and supplies coming through in fair volume.

Butter has held firm and unchanged during the week. Very good offerings are being made, full pasture being the accepted run at the present time. Some storing is in progress, and this will likely be general ere long. Margarine is enjoying a general demand, though not representing a very big volume of business.

Dressed meats show some revision during the week and the tendency has been upward, although prices on hogs remain at figures established last week. Boiled hams are particularly firm, and some uncertainty as to future supplies is expressed.

Buyers' prices on poultry are up 1c on some lines. Receipts are light, and the demand quickly absorbs all offering, even at high prices. Fish is moving very freely, fresh sea fish coming into favor and meeting with a ready consumer sale. Supplies are fairly liberal on all lines.

Hog Receipts Light; Export Trade Active

Montreal.

PROVISIONS.—The continued shortage of live hogs is evidently due to smaller production. Receipts here continue below the usual season volume, but prices continue to decline, with a small demand for pork mainly responsible. The price here of $19 to $19.50 for live hogs is the lowest in about three months, and some think this is the lowest quotation that will be made. Dressed hogs are selling at $28.50 to $29 per cwt. The export trade for cured meats is active, and this absorbs much of the supply. The trade usually manifest at this season of the year for dressed meats has not fully developed yet, the weather being against this to an extent. Prices are unchanged and steady.

Hogs, dressed—		
Abattoir killed, small, 65-99 lbs.	28 50	29 00
Do., heavy 225-275 lbs.	27 00	27 50
Hogs, live	19 00	19 50
Hams—		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
Backs—		
Plain	0 42½	0 43½
Boneless, per lb.	0 45½	0 46½
Bacon—		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
Dry Salt Meats—		
Long clear bacon, ton lots	0 27½	0 29½
Long clear bacon, small lots	0 29	0 30
Fat backs, lb.	0 29½	0 28½
Cooked Meats—		
Hams, boiled, per lb.	0 51	0 52
Hams, roast, per lb.	....	0 50
Shoulders, boiled, per lb.	....	0 46
Shoulders, roast, per lb.	....	0 48
Barrel Pork—		
Canadian short cut (bbl.)	....	$60 00
Clear fat backs (bbl.)	....	61 00
Short cut clear pork (bbl.)	....	60 00
Bean pork (bbl.)	....	54 00
Heavy mess pork (bbl.)	....	55 00

Lard Stocks are None too Plentiful

Montreal.

LARD.—There is a good seasonable demand for lard here, and this is quite well met. At the same time the supply cannot be called large, as the steadiness of trade has absorbed a great deal, and the short delivery of hogs has naturally resulted in a smaller rendering of lard than would otherwise have been possible. Prices are fully maintained on an unchanged basis.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 34

Absorption Stocks of Shortening Slow

Montreal.

SHORTENING.—The care with which those using various quantities of restricted commodities must adjust such requirements as they have had had a noticeable effect upon the output of shortening—that is to say, the use of fat has been pretty closely prescribed, and in the matter of shortening the wide use of it by large users has somewhat decreased. Supplies here are sufficient to meet the needs and prices are quite unchanged.

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	0 28	0 28½

Still Less Sale for Margarine

Montreal.

MARGARINE.—From the jobbers' standpoint there is very little interest attending the market for this. Retailers buy in limited quantities, and depend upon the dealers' stocks for frequent replacement of his own. Retail trade is only fair and prices are without change of any kind.

Margarine—			
Prints, acording to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

On Heavy Receipts Butter Advances

Montreal.

BUTTER.—Notwithstanding the very heavy receipts of butter here the market ruled strong all last week, and there was an advance of 1c over the previous week's prices in some quarters. This is assignable to the activity of trading on the part of the produce men, who have been anxious to get in on the June butter, the quality this year being reported as excellent. There have been received here during the period from May 1 to date 15,509 packages more of butter than there were in the same period last year. Last week's receipts were 20,111 packages. Of dairy butter the production is not very heavy at present, according to reports given out here. Quotations are firm as follows:

Butter—		
Creamery prints (fresh made)	....	0 46
Creamery solids (fresh made)	....	0 45
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	....	0 37

Free Milk Flow Increases Cheese Make

Montreal.

CHEESE.—The free movement of cheese continues, and the last week's receipts indicate that there must be a very heavy production. This has been possible owing to the very satisfactory pasturage and the quality of cheese has naturally been very high. The free movement and the large output resulted in a more favorable price range, and this was down at some points from one-sixteenth to one-eighth of a cent. Some lesser demand for export account is reported, this being the result, doubtless, of a temporary shortage of tonnage. Prices are without change for regular trading needs.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Eggs Hold Steady; Country Prices Firm

Montreal.

EGGS.—From various points at which there is usually a steady and heavy production at this time of the year there come reports that this is lighter now. In any case the conditions have so firmed that the country points are on a higher price basis and from 36 to 36½c is being asked. No actual changes are made in the quotations to the trade, but prices are quite firm and regular demand is good. Some comparisons were made in such way as to show a more favorable position in 1917 regarding the receipts but it is explained that the receipts last year included many cases of eggs coming through from the States for export through the port of Montreal. Consequently such comparisons are rather erroneous.

Eggs		
Selects	....	0 45
No. 1, candled	....	0 40
New-laid	....	0 42
No. 2	....	0 38

Some Old Poultry Improves the Supply

Montreal.

POULTRY.—The active demand for poultry is such as to pretty fully absorb the available supplies. Improvement was noted toward the week-end and this was the result of better receipts of old poultry. Any producers are carefully kept by the farmers, but as the season advances some of the old hens whose producing days are about finished are marketed at the present high prices. Improvement also is noted in the receipts of ducklings and these command a ready market. Prices are altogether unchanged.

	Live	Dressed
Young ducks, lb.	....-	0 45- 0 50
Turkeys (old toms), lb.	....-	0 28- 0 38
Turkeys (young)	....-	....- 0 40
Geese	....-	....- 0 30
Old fowls	0 30- 0 32	0 35- 0 36
Chickens (milk-fed)	....-	0 39- 0 40
Roasting chicken	....-	....- 0 37

Haddock, Cod Coming Freely; Gaspe Salmon 25c

Montreal.

FISH.—Fresh fish are coming in more freely, haddock and cod particularly. Gaspe salmon is freer in the matter of supply and 25c per lb. is quoted on these. The markets are quite steady with demand meeting the expectations of the trade. Large lots of fresh Eastern fish are being used. Large quantities of mackerel are being consumed also and the present levels are as low, some think, as will obtain for this fish. Lake fish, with the possible exception of dore, is plentiful. Some native shad are being offered and the price for these is comparatively high. The lobster season is expected to end soon and the results of fishing operations have not netted more than 40 to 60 per cent. of normal catch. Price changes are fewer than usual.

SMOKED FISH.

Haddies (fresh cured)	0 12	0 13
Haddies (frozen)	0 12	0 13
Haddies, filiet	0 17	0 18
Smoked herrings (med.) per box	0 23	0 24
Smoked cod	....	0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15

SALTED AND PICKLED FISH.

Haddock (per bbl.), 200 lbs.	....	11 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.	....	6 75
Herring, No. 1 lake (100-lb. keg)	....	5 25
Salmon (Labrador) per bbl.	....	24 00
Do., tierces	....	33 00
Salmon (B.C. Red)	....	25 00
Sea Trout, red and pale, per bbl.	18 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)	....	14 00
Green Cod (large bbl.)	....	15 00
Green Cod (small), lb.	....	0 06½
Mackerel, No. 1, per bbl.	....	25 00
Mackerel (½ bbls.)	....	15 00
Codfish (skinless), 100-lb. box	....	12 50
Codfish, 2-lb. blocks (24-lb. case)	....	0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.	....	0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box	....	2 20
Eels, salted	....	0 12
Pickled turbot, new, bbls.	14 00	15 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (80-lb. boxes)	....	0 16
Cod, dry (bundles)	....	10 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	....	0 25
Lobsters (boiled), lb.	0 14	0 20
Prawns, lb.	....	0 30
Shrimps, lb.	....	0 26
Scallops	....	4 00
Oysters—		
Ordinary, gal.	....	2 50
Malpeque oysters, choice, bbl.	....	10 00
Malpeque oysters (med.) bbl.	....	9 00
Cape Cod shell oysters, bbl.	....	14 00
Cape Cod Shell Oysters—		
5 gal. (wine) cans	....	12 00
3 gal. (wine) cans	....	7 50
1 gal. (wine) cans	....	2 25
Oyster pails (pints), 100	....	1 50
Oyster pails (quarts), 100	....	2 10
Clams, med., bbl.	....	9 00
Clams (med.), per bbl.	....	9 00

FRESH FROZEN SEA FISH.

Herring, large sea, lb.	....	0 09
Herring, frozen lake, lb.	....	0 06
Halibut	0 19	0 20
Halibut (medium)	..	20
Haddock	08	09
Mackerel	0 12	0 13
Cod—Toms	3 00	..
Cod steak, fancy, lb.	09½	10
Salmon, Red	18½	20
Salmon, pale	14½	15
Salmon, Gaspe	..	26

FRESH FROZEN LAKE FISH

Pike, lb.	0 09½	0 10
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 17	0 20
Eels, lb.	....	0 12
Doree	0 12½	0 13

FRESH FISH

Barbotte	0 14	0 15
Haddock	0 06½	0 07
Steak cod	0 10	0 11
Market cod	....	0 06½
Carp	0 09	0 10
Dore	0 16	0 17
Lake trout	0 17	0 20
Brook trout	0 35	0 37
Pike	0 12	0 13
B. C. Salmon	0 26	0 28
Salmon (Gaspe)	0 25	0 27
Gaspereaux, lb.	....	0 06
Gaspereaux, each	....	0 04½
Gaspereaux herring (100)	....	3 50
Western Halibut	0 22	0 23
Eastern Halibut (chicken)	....	0 18
Eastern Halibut (med.)	....	0 22
Flounders	0 07	0 10
Perch	....	0 09
Bullheads	....	0 15
Whitefish	0 17	0 19
Whitefish (small)	0 09	0 09½
Eels	....	0 14
Mackerel, lb.	0 11	0 14
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large	....	0 24
Shad	0 12	0 13

Firmer Tone in Dressed Meats

Toronto.

PROVISIONS.—A much firmer undertone is apparent in dressed meats during the week, hams, plain and boneless backs and cooked hams showing an upward trend in prices in some quarters which has served to narrow the range considerably.

Live hogs have held firm at $18.00 per cwt. during the past week and no change is expected in this figure for the present week. The run is by no means heavy though this is a seasonable feature. The range of quotations follows on all lines:

Hams—		
Medium	0 37	0 38½
Large, per lb.	0 30	0 34
Backs—		
Plain	0 44	0 50
Boneless, per lb.	0 48	0 50
Bacon—		
Breakfast, per lb.	0 39	0 43
Roll, per lb.	0 33	0 36
Wiltshire (smoked sides), lb.	0 36½	0 40
Dry Salt Meats—		
Log clear bacon, lb.	0 29	0 30
Fat backs	....	0 32
Cooked Meats—		
Hams, boiled, per lb.	0 50	0 53
Hams, roast, without dressing, per lb.	0 48	0 51
Shoulders, roast, without dressing, per lb.	0 45	0 47
Barrel Pork—		
Mess pork, 200 lbs.	54 00	56 00
Short cut backs, bbl., 100 lbs.	61 00	63 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	29 50
Live, off cars	....	18 25
Live, fed and watered	....	18 00
Live, f.o.b.	....	17 25

Shortening Unchanged; Demand Brighter

Toronto.

SHORTENING.—There is no remarkable change in the situation on shortening during the week, prices holding firm at figures shown herewith. The demand seems somewhat brighter though not in heavy volume.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Lard Holds In Unchanged Position

Toronto.

LARD.—Lard holds in an unchanged position with the demand rather light at present. Dealers show a tendency towards hand-to-mouth buying, which provides for a little movement all the time. Quotations range from 30c to 31c per pound.

Lard, pure, tierces, 50 lbs., lb. 0 30 0 31
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Holds Firm, Unchanged

Toronto.

MARGARINE.—This line has held firm and unchanged during the week, with a fair demand apparent and prices the same as those prevailing for some time past. Quotations are given herewith:

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	....

Solids, 1c per lb. less than prints.

Butter Shows Firmer Element; Supplies Good

Toronto.

BUTTER.—Developments towards an easier market have not come to light and butter rather showed a firmer tone towards the end of last week, which was continued early this present week. Full pasture creamery is now more generally coming to hand and a little storing has commenced in some quarters. It is intimated, however, that another week or two will elapse before this is general. Prices to the trade are unchanged as follows:

Creamery prints, fresh made	0 44	0 46
Creamery solids, fresh made	0 43	0 46
Dairy prints, choice, lb.	0 38	0 40
Dairy prints, lb.	0 34	0 36

Eggs Show No New Developments

Toronto.

EGGS.—There are no new developments to record. The market is quiet with storing practically done and current demands being taken care of satisfactorily. A very quiet movement to the trade is in evidence at unchanged prices.

Eggs—		
New-laids, in cartons	0 40	0 44
Do., loose, doz.	0 39	0 40

Very Good Movement Noticeable in Cheese

Toronto.

CHEESE.—A very good movement of cheese is reported during the week. Sales for export are being put through quite freely, while prices hold at unchanged figures.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Poultry Prices Show Some Change Upward

Toronto.

POULTRY.—A revision upward in prices is shown in figures being paid on some lines of poultry. Spring broilers at 50c, ducklings at 30c with hens and roosters up are the lines featured in revised quotations. Business is only fair, the list of prices now named ranging as follows:

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Turkeys	0 25- 0 28	0 30- 0 35
Roosters	0 25- 0 26	....- ....
Hens, over 5 lbs.	0 30- 0 31	0 31- 0 32
Hens, under 5 lbs.	0 27- 0 28	0 27- 0 31
Chickens, Spring	....- 0 50	....- 0 50
Squabs, dozen	....- 4 50	....- ....
Prices quoted to retail trade:		
Hens	0 28	0 37
Chickens, Spring	0 60	0 70
Ducks	0 30	0 34
Turkeys	0 36	0 40

Mackerel Register Decline; Good Demand

Toronto.

FISH.—Mackerel show a fairly substantial decline during the week and are being quoted as low as 11c per pound in some quarters. A very good demand is in evidence and dealers intimate that consumers generally are investigating the cheaper lines of sea fish. This was apparent in heavy sales of haddock on which the Canada Food Board conducted an advertising campaign last week with gratifying results. Other lines are unchanged for the week.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Finnan haddies, lb.	0 12½	0 13
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Cod, steak, lb.	0 09	0 10
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Flukes	....	0 15
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 06½	0 08
Herring, lb.	0 05½	0 06
Mackerel	0 11	0 13
Plaice, dressed, lb.	....	0 10
Sea Bass	....	0 18
Shad—		
Bucks	....	0 20
Roes	....	0 25
Soles, dressed, lb.	....	0 10
Salmon, Red Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	0 08	0 08½
Trout, lb.	0 14	0 16
Whitefish, lb.	0 15	0 16
Ontario Government Fish		
Herring	....	0 08½
Mullets	....	0 05
Pickerel	....	0 11½
Pike	....	0 09
Sturgeon	....	0 20
Trout	....	0 11½
Whitefish	....	0 11½

Sales authorized only to dealers who have been appointed distributors by local town council.

Easy Feeling in All Provisions

Winnipeg.

PRODUCE AND PROVISIONS—There is still quite an easy feeling to the hog market. Last week prices ranged from 17¼ to 17½c. This easy feeling has spread to all lines of provisions, and is attributed chiefly to an easing off in export demand. It is significant to note that cattle have also gone away down in price. If this condition continues, provisions are liable to decline also. Lard continues steady at the same figure.

BUTTER—The creamery market is fairly steady at last week's prices, viz., No. 1 creamery, 45c; No. 2 creamery, 43½c. The dairy market is steady too, the dealer getting 33-34c for regular receipts.

EGGS—The market is steady. Dealers in the country are getting 32c, cases included.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, select, lb.	....	0 40
Backs	0 44	0 55
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 52
Cases, 3s	....	18 60
Compound—		
Tierces	....	0 25½
Tubs, 50s, net	....	12 87
Pails, 20s, net	....	5 40
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 43½
Margarine	0 31	0 32

OUTLOOK FOR NUTS UNCERTAIN

The situation generally in nuts for Fall and Xmas business seems rather precarious. Efforts have been made to buy Tarragona almonds, last year's crop, the trade recognizing the impossibility of securing new crop in time for requirements, but the price including freight and exchange is considered practically prohibitive and would not permit of goods being sold over the counter at less than 40-50c pound.

With regard to filberts buyers have been acting in same way but with more success as far as purchases are concerned. However, a sudden change occurred in the situation at the end of last week when word was received by a local broker that 100 tons of filberts had been lost through the vessel conveying same being torpedoed. Unfortunately for the buyers, to renew the orders they will have to pay 15 shillings more per sack for the goods. These conditions practically apply to all kindred articles of European production.

Advices from New York summarize the situation in this manner: "Arrivals have been coming in more freely from Spain but the Spanish sellers know that the buyers have to come to them and have raised their prices. There does not seem to be much coming out of France at present."

"The situation on Brazils has not changed a great deal. The War Trade Board have issued licenses for limited quantities to a few local buyers, but the quantity for which licenses have been issued to date is not sufficient to have a material effect on the market."

Brazils for June and July shipment are offered at prices equal to local quotations which would indicate a higher market for these locally within the near future. Bordeaux walnuts show an advance of 2c during the week and almonds are also up about 4c in New York.



Food represents Life and Money

Don't let it spoil
during the warm weather

Food is of paramount importance in the world's present struggle. Every available means must be employed to conserve food for our Armies "Over There." To conquer the forces of despotism they must be fed—and well fed.

Our plan for co-operating with you in conserving perishable food stocks is an effective one. We invite every merchant to take full advantage of our offer to install one Refrigerator only, in every retail store in the Dominion, ON TERMS TO SUIT THE PURCHASER.

Our plant and equipment is equal to this undertaking. This special offer will last only during the early summer months. Hence quick action is advisable. The Eureka Refrigerator needs no introduction, having been in use for over 30 years from coast to coast. It has a nation-wide reputation for economy of ice, preservation of perishable food, and will keep meats longer (in an unfrozen state) than any discovery known to science.

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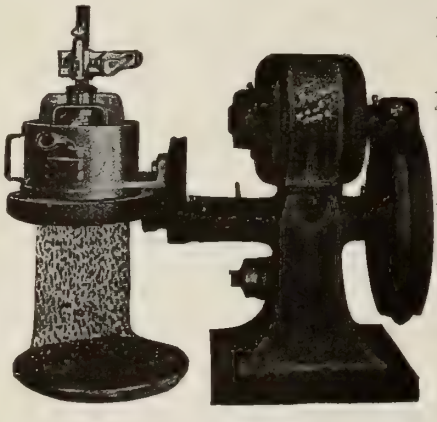
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Don't kick at the high price of eggs. It's not her fault; feed her *Ground Bone* and she's got to lay 'em.

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Write for catalogue and price list on these machines. All styles.

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TORONTO—114 York Street, near King
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Backs in Casings
Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

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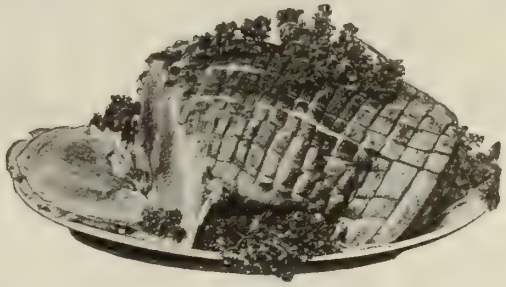
Summer days call for products like these—

HERE are delicious cold-luncheon treats for Summer days that will especially appeal to your customers just now. For the table or for the picnic basket they are equally suitable, and you will find them good sellers. No occasion to complain of dull times if you feature these trade-building lines in your store.



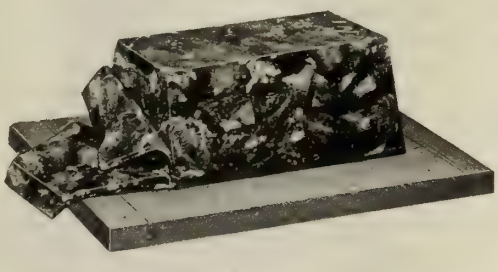
Davies Cooked Pressed Pork

Made from tender, lean trimmings (the choicest products of the hog), delicately seasoned and cooked in cylinder form. A good, steady trade-bringer to the dealer.



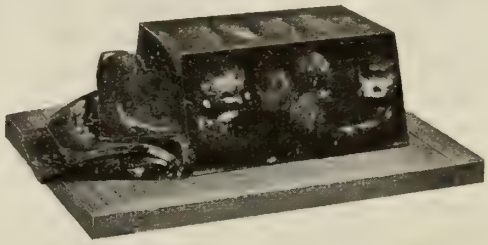
Davies Roast Pork

Savory roasts of choice pork (shoulders and hams), with or without dressing; cooked to perfection. A genuine **quality** line suitable for cold lunches or sandwiches. Very popular with the trade.



Davies Jellied Lunch Tongue

Made from tender pork tongues, mild cured and seasoned just enough to tempt the palate. Sells at a reasonable price, and shows a just profit to the dealer.



Davies Pork and Tongue

This product possesses the tastiness and appetizing qualities of tongue, while selling at the low price of other jellied meats. A splendid seller and every slice saleable.

We carry a full line of Cooked and Jellied Meats and shall be glad to quote you prices, either by mail or through our travelling representatives.

THE WILLIAM DAVIES COMPANY LIMITED

MONTREAL TORONTO HAMILTON

If any advertisement interests you, tear it out now and place with letters to be answered.





Sell The Sea Foods That Satisfy

Even the most particular people are captivated with the delicious flavor and goodness of the wholesome Sea Foods that are packed under the well known Brunswick Brand.

This peerless quality has only been attained through years of constant effort—scientific effort — directed towards the perfecting of a line of Sea Foods wholesome, full flavored and delicious enough to satisfy the most fastidious.

Feature Brunswick Brand Sea Foods regularly. Our list herewith:

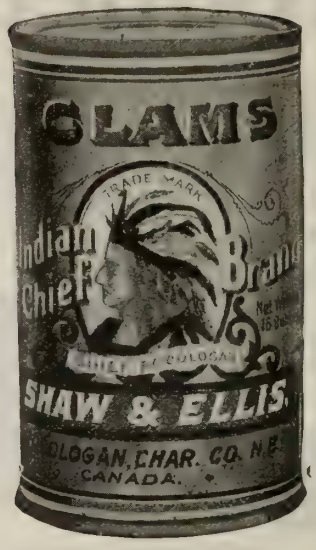
¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Herring in Tomato Sauce
Clams

Connors Bros., Ltd.

BLACK'S HARBOR, N.B.



Win new customers with this quality sea food



"INDIAN CHIEF" BRAND CLAMS

have that degree of super-excellence so much approved by discriminating people.

The rigid precautions taken in the process of packing and sealing preclude the slightest possibility of anything but tip-top quality in every can.

Indian Chief Brand Clams are sealed without solder or acid the very day they are taken from the beds.

At a time when fish foods are becoming increasingly popular, because of meat conservation, every good grocer should stock and push the sales of Indian Chief Brand Clams — the line of profit and customer satisfaction.

SHAW & ELLIS

POCOLOGAN, N.B.

If any advertisement interests you, tear it out now and place with letters to be answered.



Have No Hesitation

in choosing

'Bluenose' Butter

It always opens up in excellent shape, and its quality and flavor are remarkably fine. Taste "Bluenose" yourself! Then you'll feel more enthusiastic about it. Order from your grocer.

SOLE PACKERS.

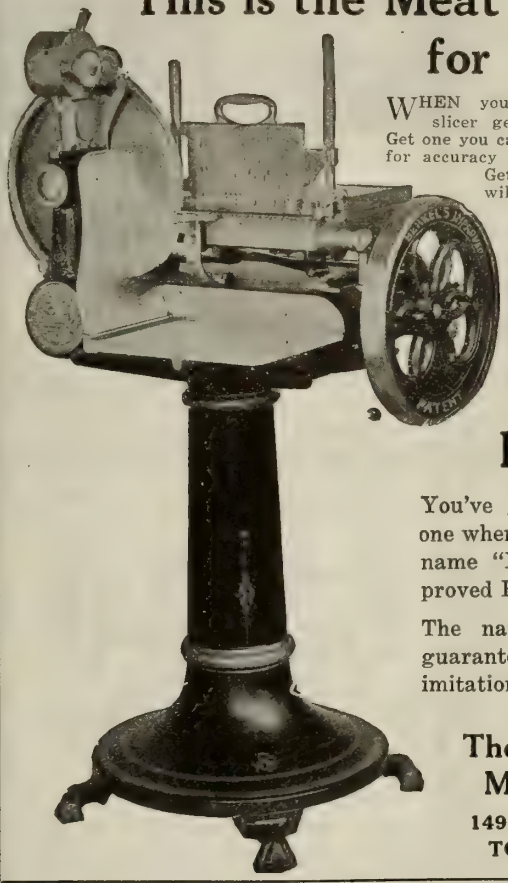
SMITH & PROCTOR - HALIFAX, N.S.

SMITH AND PROCTOR

SOLE PACKERS

Halifax · N.S.

This is the Meat Slicer for You



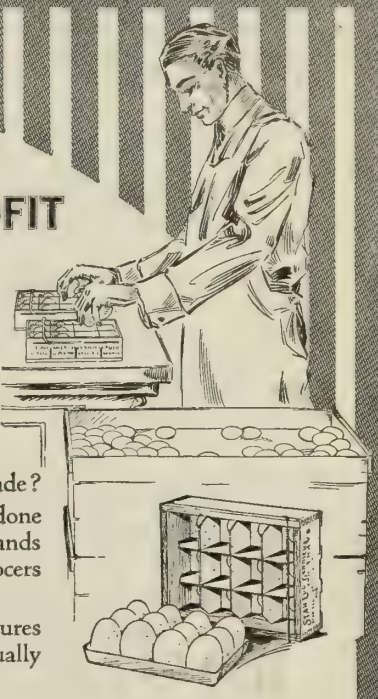
WHEN you get a meat slicer get a real one. Get one you can depend upon for accuracy and reliability. Get a slicer that will make your service more efficient and more acceptable to more people. That's

The Van Berkel

You've got the real one when you see the name "Berkel's Improved Patent."

The name is your guarantee. Avoid imitations.

The Hobart Mfg. Co.
149 Church St.
TORONTO



EGGS PAY A BIG PROFIT

When graded according to the *Star System*. It costs in time not over 5c per case and nets you approximately $1.00. How many eggs do you handle yearly? Can you afford not to grade?

Don't say it can't be done for right now thousands of your Brother Grocers are doing it.

There are other features of the *Star System* equally interesting.

If you are in business for profit write us for our booklet No. 210. It tells all about it.

STAR EGG CARRIER & TRAY MFG. CO.
1620 JAY STREET ROCHESTER, N.Y.

Dole Bros. Hops & Malt Co.

BOSTON, MASS., U.S.A.

"SUPERIOR" BRAND HOPS

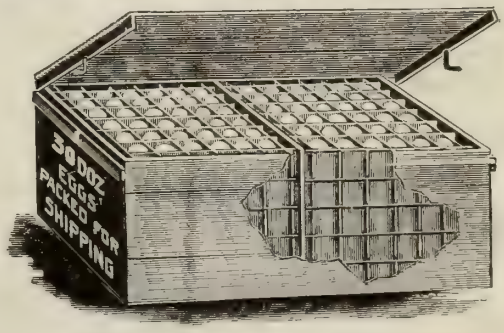
FOR FAMILY TRADE

They are carefully selected and packed for the Canadian trade, in cases of 10, 15 or 30 lbs. each, containing ¼, ½ or 1-lb. packets.

R. E. BOYD & COMPANY
Agents for the Province of Quebec
15 STE. THERESE ST. - - MONTREAL

DONALD H. BAIN CO.
AGENTS FOR THE CANADIAN NORTH-WEST

THE MILLER BROS. CO., LIMITED



Manufacturers of

White pulp egg case fillers and extra flats in standard and extra large sizes for 12 and 30 dozen egg crates.

20-38 DOWD STREET, - MONTREAL, CANADA

You
can still get
Holbrook's
Imported
Worcestershire Sauce
at pre-war prices

Send in your order now and get the benefit of the pre-war prices still prevailing on this delicious customer-pleasing line.

Holbrook's is a repeater. And every sale puts a neat bit of profit in your cash drawer.

When ordering don't forget we supply the following : Imported English Malt Vinegar, Sardines, French Olive Oil, and Custard Powders, any flavor.



ROSE'S LIME JUICE

A seller worth showing always. A leader 50 years ago. The people's favorite today.

You can depend upon Rose's Lime Juice for good summer selling.

Order your supply now.

Holbrooks, Ltd.
Toronto and Vancouver

Canada Food Board License, No. 6-468

Drastic Moves to Keep Money in Canada

More drastic embargo measures are on the way at Ottawa, for as THE FINANCIAL POST says in a strong front page article this week:

> **"It is not believed that the present List under Embargo will be sufficient to right the Exchange situation."**

Highly important economic points affecting the actual business in which you personally may be engaged in Canada to-day are discussed thoroughly in this leading article. Secure a copy of THE POST, and at the same time make the acquaintance of a business newspaper in which you will find real enjoyment, and many a pointer to practical advantage. Just run over this list of contents of the June 15th issue of THE POST:

Canada and U.S. Crop Outlook is Unprecedented.

Australia Open to Canadian Newsprint Mills.

Broad Spirit at Canadian Manufacturers' Convention.

Canada Badly Needs an Institute of Research.

Regulation of Salmon Profits Now Proposed.

Profits of Banks Show Advance for Past Year.

Elaborate Plans for Rebuilding Halifax Homes.

How Embargoes Will Affect Our Imports.

Extensive Use of Trade Paper in This Country.

Fire Safety Starts at Home.

Conserving Natural Gas Will Affect Our Industries.

Saskatchewan Got Good Price For Its Big Issue.

Edmonton Has Scheme to Save Tax Delinquents.

Saskatchewan Municipalities are Prosperous.

Recommend That Government Develop Lignite.

Tariff Protection Necessary For Prosperity.

The last mentioned article is a verbatim report of the important address of S. Parsons, retiring President of the C.M.A., and embodies immensely important Canadian business matters. Many other articles in this number of THE POST are reported from the C.M.A. Convention at Montreal. Send for a sample copy of THE POST right now, and you will realize that as a Canadian Businessman's newspaper THE FINANCIAL POST is thoroughly fit and efficient to help your purposeful progress.

The MacLean Publishing Co.,
153 University Ave., Toronto.

Send me THE FINANCIAL POST each week till further ordered. I will send subscription price ($3.00 per year, or $1.00 for four months' trial subscription) on receipt of bill.

Name .....

Address.....

C.G. 6C



ECONOMICAL Food Dessert

Junket Tablets are advertised in the leading Magazines and Journals for making economical food desserts with great possibilities for variety. And Junket is wholesome and delicious! All physicians and nurses have long known and used

Junket
MADE *with* MILK

This great number of uses provides many sales — in almost every home.

Can you afford to be without this product? Will you say you haven't it when asked to supply Junket Tablets?

Get acquainted with the 10-Tablet package that retails at 12c, with a good profit. Ask your jobber, or write.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada

Let them know you sell

Sani-Flush

Any merchandising effort you devote to ***Sani-Flush*** will meet with quick response on account of making a direct connection with the demand created by the manufacturer's extensive advertising.

People need ***Sani-Flush*** for cleaning water-closets. A good many of them are simply waiting to be notified where it can be procured.



Always keep ***Sani-Flush*** in sight on your shelves and on your counters. Include ***Sani-Flush*** in your newspaper advertising and mention it when taking orders.

Harold F. Ritchie & Co., Limited
10-12 McCaul Street, Toronto, Ont.

Imperial Rice Milling Co., Ltd.

VANCOUVER, B.C.



We are offering the best value in Rice on the Canadian market to-day.

How to sell

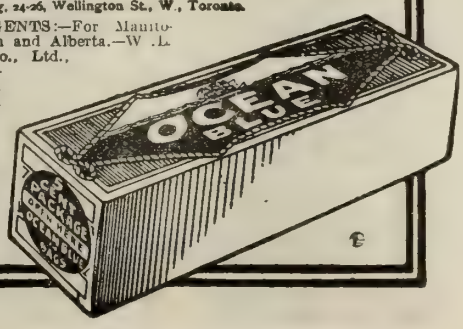
OCEAN BLUE

is not a problem. It is merely a question of getting your customers to try the first 5 cent packet. After that, repeat orders follow as a matter of course.

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

WESTERN AGENTS:—For Manitoba, Saskatchewan and Alberta.—W. L. Mackenzie & Co., Ltd., Winnipeg, Regina, Saskatoon, Calgary and Edmonton. For British Columbia and Yukon, — Creeden & Avory, Rooms 5 and 6, Jones Block, 407 Hastings Street W., Vancouver, B.C.



CENTURY SALT



---a salt that's easy to sell

—a salt that's purified and refined to the very last degree—a salt with the clean, sparkling purity so much desired by every good housewife—a salt that makes satisfied customers.

Be sure your stock is well displayed.

THE DOMINION SALT Co LIMITED
SARNIA, ONT.

If any advertisement interests you, tear it out now and place with letters to be answered.

KLIM
IN POWDER FORM

Every Grocer Can Have a Milk Business

Klim is pasteurized separated milk in powder form. **It's genuine—the flavor proves it.** Every one of your customers who will try Klim will become a permanent user, because Klim, being genuine, gives real results.

Recommend Klim for use in tea, coffee and cocoa and in all baking and cooking recipes which call for milk. Klim gives you a good profit on every sale and repeats regularly.

Your wholesaler carries Klim in 1 and 10-lb. tins.

CANADIAN MILK PRODUCTS LIMITED
10 St. Patrick St., TORONTO
10 Ste. Sophie Lane, Montreal
Also stocked by: W. H. Escott Co., Ltd., Winnipeg, Regina, Calgary, Edmonton and Kirkland & Rose, Vancouver

Y & S
STICK LICORICE
in 10c Cartons



Everything in Licorice for all Industries using

LICORICE

in any form.

Made in Canada by

National Licorice Company
MONTREAL

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $65 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz: to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz.
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 00
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

Keen's Oxford, per lb. ....
In cases 12—12 lb. boxes to case ....

COCOA AND CHOCOLATE THE COWAN CO., LTD. COCOA

COCOA—	Per lb.
Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	38
Supreme Chocolate, 10c size, 2 doz. box, per doz.	90
Perfection chocolate, 10c size, 2 doz. in box, per doz.	90

SWEET CHOCOLATE—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 1?
Diamond, 6-lb. boxes	30
Diamond, ¼s, 6-lb. boxes	0 30

CHOCOLATE CONFECTIONS—	Per doz.
Milk medallions, 5-lb. boxes	0 39
Nonpareil wafers, 5-lb. boxes	0 28
Chocolate Beans, 5-lb. boxes, per lb.	0 35
Chocolate Emblems, 5-lb. boxes, per lb.	0 35
Chocolate ginger, 5-lb. boxes	0 45
Milk chocolate wafers, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 69
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Almond nut bars, 24 bars, per box	0 95
Maple Buds, 5c pkgs., 4 doz. in box, per doz.	1 80
Filbert Nut Bars, 24 in box, per box	0 90
Ginger Bars, 24 in box, per box	0 95
Pineapple Bars, 24 in box, per box	0 95
Regal Milk Chocolate Bars, 24 in box, per box	0 95
Puffed Rice Bars, 24 in box, per box	0 95
Queen's Dessert Bars, 24 in box, per box	0 95
Maple Leaf Bar, 24 in box, per box	0 95



The Same Perfect Milling

The same up-to-date, expensive machinery, the same careful supervision, and the same rigid baking tests are given our new Purity Flour (Government Standard) as were given the old Purity Flour milled before the present Government regulations were put into force.

PURITY FLOUR

(GOVERNMENT STANDARD)

is a superior product milled from Western hard wheat —the best wheat in the world.

IMPORTANT! The recipes contained in the Purity Flour Cook Book are recommended for the successful use of the New Purity Flour (Government Standard).

Western Canada Flour Mills Co., Ltd.
Head Office - TORONTO

Winnipeg, Calgary, Brandon, Edmonton, Vancouver, New Westminster, Victoria, Nanaimo, Prince Rupert, Nelson, Rossland, Goderich, Ottawa, Montreal and St. John, N.B.

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR &CO.
9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.
18 TORONTO ST., - TORONTO

When in need of

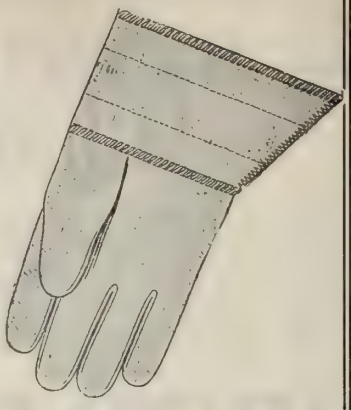
Wrapping Paper
Twines & Cordage
Brooms Brushes Baskets
Grocers' Sundries

Walter Woods & Co.
Hamilton & Winnipeg

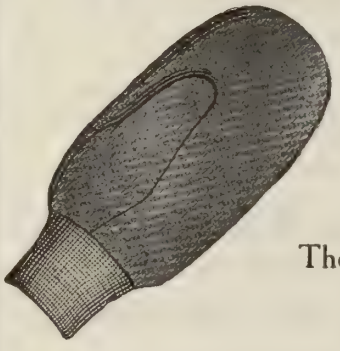
If any advertisement interests you, tear it out now and place with letters to be answered.

Every Man In Your Town

is a good prospect when you display the comfortable, carefully made TAPATCO Glove line.



TAPATCO
REGISTERED TRADE MARK BRAND



Ask Your Jobber

TAPATCO Gloves are made in many styles and weights to meet the requirements of the many. See how well they'll sell in your store.

The American Pad and Textile Company
Chatham, Ontario

Sell Cane's Zinc, Tin and Glass Washboards

They're easily sold because both in appearance and value they are far ahead of the ordinary washboard.

The Zinc, Tin or Glass used is the very best obtainable for the purpose and the Basswood frames besides being better looking than the darker woods are entirely free from slivers and splinters.

A little showing of these washboards in your store will prove profitable. Order your supply to-day.



WM. CANE & SON CO.
LIMITED
NEWMARKET, ONT.

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—	
2½-quart Tall Cylinder Can	
No. 1 Pint Cylinder Can	
No. 16 Jar	
No. 4 Jar	
No. 10 Can	

YUBA BRAND

2½-quart Tall Cylinder Can.	
No. 1 Pint Cylinder Can	
No. 10 Can	
Picnic Can	

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans.	8 45
Silver Cow, each 48 cans	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

W. CLARK, LIMITED, MONTREAL.

Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $6.45; 2s, $13.50.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.90.
Boneless Pig's Feet—½s, $2.90; 1s, $4.95; 1s, $9.90.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves—½s, $2.45; 1s, $4.50.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9.25; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.45; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.45; 2s, $4.45.
Stewed Kidney—1s, $4.45; 2s, $8.95
Mince Collops—½s, $1.95; 1s, $3.75; 2s, $6.95.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.70; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $9.95; 6s, $29.80.
Irish Stew—1s, $3.45 ;2s, $6.75.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.85; 1s, $7.95; 1½s, $12.45; 2s, $15.95; 2½s, $17.50; 3½s, $27; 6s, $45.
Lunch Tongue—½s, $3.45; 1s, $6.75; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Beef Suet—1s, $4.90; 2s, $8.50.
Mince Meat (Tins)—1s, $2.95; 2s, $4.45; 5s, $12.95.
Mince Meat (Bulk)—5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Chateau Brand Concentrated Soups—Celery, 1s, $1.25; Consommé, 1s, $1.25; Green Peas, 1s, $1.25; Julienne, 1s, $1.25; Mulligatawny, 1s, $1.25; Mutton Broth, 1s, $1.25; Ox Tail, 1s, $1.25; Pea, 1s, $1.25; Scotch Broth, 1s, $1.25; Vegetable, 1s, $1.25; Chicken, 1s, $1.65; Mock Turtle, 1s, $1.65; Tomato, 1s, $1.65; Vermicelli Tomato, 1s, $1.65; Assorted, 1s, $1.35; Soups and Bouilli, 1s, $12.50.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.
Chili Sauce (red and gold label)—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.25.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Army Rations—Beef and Vegetables, 1s, $3.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $2.25.
Ham and Veal Pates—½s, $2.25.
Smoked Vienna Style Sausage—½s, $2.45.
Pate DeFoie—¼s, 75c; ½s, $1.40.
Plum Pudding—½s, $2.45.
Potted Beef Ham—¼s, 75s; ½s, $1.40.
Beef—¼s, 75c; ½s, $1.40.
Potted Tongue—¼s, 75c; ½s, $1.40
Potted Game (Venison)—¼s, 75c
Potted Veal—¼s, 75c; ½s, $1.40.
Potted Meats (Assorted)—¼s, 80c, ½s, $1.45.
Devilled Beef Ham—¼s, 75c; ½s, $1.40. Beef—¼s, 75c; ½s, $1.40.
Devilled Tongue—¼s, 75c; ½s, $1.40. Vea—¼s, 75c; ½s, $1.40.
Devilled Meats (Assorted)—¼s, 80c; ½s, $1.45.

In Glass Goods

Fluid Beef Cordial—20 oz. bottle, $10; 10 oz., $5.
Ox Tongue — 1½s, $14.50; 2s, $17.50.
Lunch Tongue—1s, $9.95.
Sliced Smoked Beef—¼s, $1.75; ½s, $2.85; 1s, $4.15.
Mincemeat—1s, $3.45.
Potted Chicken—¼s, $2.35.
Ham—¼s, $2.35.
Tongue—¼s, $2.35.
Venison—¼s, $2.35.
Chicken Breast—½s, $9.95.
Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s, $3.50.
Peanut Butter—¼s, $1.45; ½s, $1.95; 1s, $2.45; in pails, 5s, 33c; 12s, 31c; 24s, 30c; 50s 30c.

If any advertisement interests you, tear it out now and place with letters to be answered.



DON'T BLAME CENTRAL—
Consult the Telephone Directory

It often happens that when you have asked for a number and are connected, it is only to find that you have got the "wrong number."

If subscribers would only consult the Telephone Directory before calling, instead of relying on their memories, "wrong number" would not occur so frequently.

Why not adopt "Directory First?"

The Bell Telephone Co. of Canada

ECONOMY IS A WAR-TIME NECESSITY—PRACTISE IT!

THE BELL TELEPHONE COMPANY OF CANADA — LONG DISTANCE TELEPHONE

June Butter

The best to pack for winter use



Show your customers how conveniently and securely they can stow away ample supplies of good June Butter in these Butter Jars.

Anything that will help reduce the high cost of living is sure to interest every good housewife.

The Butter Jars offer her a real opportunity to avoid the high winter prices of butter by putting away sufficient good June butter now.

Show these crocks in your store. Write now for folder showing complete line and prices.

Tall Butter Jars

With or Without Covers
¼ gal. to 6 gal. at 15c per gal.



French Pots

Black or White Glazed

The Toronto Pottery Co.
Limited
617-618 Dominion Bank Bldg.
KING & YONGE, TORONTO



Make
BARNES
a feature of your Summer displays

This year more than ever before the demand for a real temperance drink like Barnes Grape Juice is certain to be considerably augmented. Dealers should keep an ample stock on hand and display it regularly.

The Ontario Grape Growing and Wine Mfg. Company
ST. CATHARINES, ONTARIO

SMALL'S MAPLE SYRUP

Maple Butter

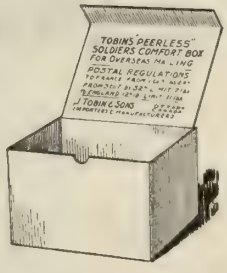


Maple Sugar

World's Standard For Nearly One Hundred Years
AT ALL JOBBERS
SMALL'S, Limited - Montreal, Que.

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING
7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



J. TOBIN & SONS (Sons on Active Service)
Ottawa, Canada
"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

If any advertisement interests you, tear it out now and place with letters to be answered.

CHICKEN HADDIES

(Registered)

"LILY" BRAND

THE NEW FISH FOOD IN THE NEW SANITARY CAN. PACKED IN OUR UP-TO-DATE CANNERY ON THE SHORES OF THE ATLANTIC OCEAN.

ASK YOUR JOBBER TO SEND YOU A CASE OF THIS SEA FOOD—TAKE A CAN HOME FOR LUNCH — YOU'LL LIKE IT, AND THEN YOU WILL RECOMMEND IT TO YOUR CUSTOMERS AS AN ECONOMICAL AND APPETIZING FOOD.

MARITIME FISH CORPORATION
LIMITED

Head Office and Sales Dept.
MONTREAL

Plants at CANSO, N.S.
and DIGBY, N.S.

WATSON & TRUESDALE, Winnipeg, Western Distributors

FRESH DAILY ARRIVALS

Mississippi Tomatoes
Georgia Peaches

Watermelons—Bananas—Oranges — New Verdilla Lemons expected this week—advise placing your order promptly.

Pineapple season practically over.

Get in touch with us for regular supplies—always having a good assortment arriving regularly.

ONTARIO GOVERNMENT
Fresh Water Fish

Good supplies arriving for this week.
125,000 to 150,000 pounds from Lake Nipigon.
Good Shipments from all other producing points.

The catch from Nipigon is running 75% Whitefish, the balance consisting principally of Trout, with good supplies of Sturgeon, Herring, Pickerel, Pike, Mullets, etc., coming along from other points.

As regards getting supplies—

The Ontario Government, Department of Game and Fisheries, Sales Branch, have asked the different Cities, Towns and Villages throughout the Province to appoint dealers to act as distributors. The council may appoint as many dealers as they see fit, so that if your name is not already on the list, we would advise you to take the matter up with your Council and ask them to get in touch at once with the Department. We are only authorized to ship to the dealers who have been appointed as distributors.

If you have been appointed, send in your order—we are now in a position to take care of same.

Whitefish, Trout			
Pickerel	**11½c. lb.**	**Herring**	**8½c. lb.**
Pike	**9c. lb.**	**Mullets**	**5c. lb.**
Sturgeon			**20c. lb.**

These prices are for goods delivered to your station. You pay express charges and when remitting include express voucher as part paymnt.

SELLING PRICE TO CONSUMER.

Whitefish, Trout			
Pickerel	**15c. lb.**	**Herring**	**11c. lb.**
Pike	**12c. lb.**	**Mullets**	**8c. lb.**
Sturgeon			**30c. lb.**

If fish are delivered or cleaned, dealer has option of adding 2c. lb.

WHITE & COMPANY, LIMITED
Branch at Hamilton **TORONTO**

Strawberries
Big sellers. Quality and condition very fine. Order freely. Fresh arrivals daily.

Tomatoes
Mississippis now arriving (4-basket crates).

Oranges
Sunkist Golden Orange Brand, California Late Valencias, quality very fine.

Grape Fruit
California Seedless, in flat half boxes. Sizes 32s, 40s, 48s.

Lemons
California, fresh arrivals this week. Sizes 270s, 300s, 360s.

And all other kinds Foreign and Domestic Fruits and Vegetables arriving daily.

THE HOUSE OF QUALITY

HUGH WALKER & SON
Established 1861 **Guelph, Ontario**

PINEAPPLES
NOW AT THEIR BEST AND CHEAPEST

WATERMELONS
FINEST CAR WE EVER HANDLED
NOW ON TRACK FOR THIS WEEK.
This will be last car we will have, as importation prohibited.

FINEST MISSISSIPPI TOMATOES
Quality Never Better

NEW CABBAGE AND CARROTS

BANANAS
We can now give our customers steady supplies.

CALIFORNIA AND MESSINA LEMONS

FINEST CALIFORNIA VALENCIA ORANGES

DUNCANS LIMITED
North Bay Sudbury Cobalt Timmins

"McCASKEY" ACCOUNT SYSTEMS



For Every Business.

Send for booklet —

"A Credit Plan That Works."

McCASKEY SYSTEMS, LTD.

245 Carlaw Avenue

TORONTO



Custard that compels custom

It is the fresh, delicate, creamy "home-made" flavour of Freemans Devonshire Custard that has made it so popular in the British Isles.

Oversea Troops from the Dominion who have returned home are bringing with them many links with the Old Country, one of which is a desire to taste again its delicate and unrivalled purity.

It will pay you well to display

FREEMANS DEVONSHIRE CUSTARD

in your store—it is such a ready seller and a very profitable line to stock, also it will enable you to push your canned and bottled fruits to great advantage.

Freeman's Devonshire Custard owes its unrivalled purity and flavour to the ideal conditions of cleanliness under which it is manufactured.

Write for trade terms and particulars to the WATFORD MFG., Co., Ltd. Delectaland, Watford, England.

Freemans FOOD PRODUCTS Watford

189

We always have a few carloads of

2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited

OTTAWA, ONTARIO

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CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

SALESMAN COVERING QUEBEC CITY AND District, is open to book several side lines; visiting Grocers, Butchers, Druggists, Restaurants. S. G. G., 384 Valier St., Quebec.

HEAD SALESMAN FOR FIRST-CLASS GROcery business at Lindsay, Ont. Apply stating terms to Box 408, Canadian Grocer.

SITUATIONS WANTED

ARE YOU LOOKING FOR ME?

FIFTEEN YEARS WITH CANADA'S BEST produce houses. From errand boy to Superintendent large plant. Three years successful business in grocery for self. Want a real responsible position with good prospects anywhere in Canada. Married, three children. Want time to settle up business. Don't answer unless reputable concern and willing to pay for right man. Box 399, Canadian Grocer, Toronto.

MISCELLANEOUS

GROCERS—INCREASE YOUR PROFITS SELLing Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories; Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

When answering Advertisements please mention Canadian Grocer

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Navel Oranges

Nova Scotia and Georgian Bay Brand

Apples

Tomatoes

Get in touch with us today

Lemon Bros.

Owen Sound

Ont.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.

78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.

THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS

THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.

FRANK L. BENEDICT & CO.
Agents Montreal

If you have a business to dispose of, or are in need of efficient help, try a Want Ad. in Canadian Grocer, and let it assist you in filling your needs.

We are now located in our new and more spacious warehouse at

60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

How many bad accounts are you carrying?

Every one of them represents a loss of good money to you.

Isn't it about time you got after those by putting the matter in the hands of a capable agency like ours.

We are well established and have every facility for successful collecting everywhere.

May we send you a sample of our special form?

NAGLE MERCANTILE AGENCY
Westmount (Montreal), Que.
Established 1909.

TANGLEFOOT

The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

OAKEY'S KNIFE POLISH

WELLINGTON



JOHN OAKEY & SONS, LIMITED
LONDON, S.E. 1, ENGLAND

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg.

Baker's Cocoa and Chocolate



REGISTERED TRADE-MARK

MAKE AND KEEP GOOD CUSTOMERS

They are most reliable goods sold with a positive guarantee of purity and superior quality; put up in conformity with the Pure Food laws of all the States; are readily sold, giving a quick turnover of stock.

WALTER BAKER & CO. Limited
Montreal, Can. Dorchester, Mass.
Established 1780



PAPER BALERS

All-Steel "Fireproof"
Made in 12 sizes.
Send for catalog.
Climax Baler Co.
Hamilton Ontario

Have you read page 63? It will interest you.

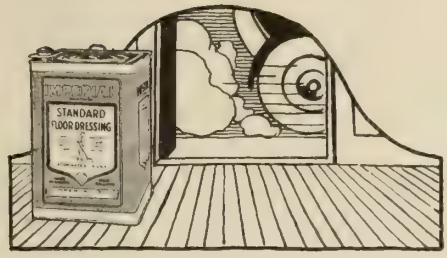


FIRST AID IN THE KITCHEN +

Tell your customers about Vol-Peek. Tell them how easy the mending of leaky pots, pans, etc., becomes when Vol-Peek is used. No tools necessary. And the mended vessel is ready for use in two minutes or less. Vol-Peek is put up in very attractive display cartons. Your wholesaler can supply you.

H. NAGLE & CO., BOX 2024, MONTREAL.

VOL-PEEK



LAYING THE DUST

90% of the ever-present atmospheric dust in your store can be captured and held.

STANDARD Floor Dressing

does this and more in your store. It keeps the goods on the shelves cleaner and fresher looking, and adds a note of tidiness and brightness to the whole store.

It definitely lays the dust because it is a sanitary, non-evaporating, wood preserving product. A gallon will take care of 500-700 square feet of surface, and one application will last for several months if the accumulating dust and dirt are swept regularly with a stiff brush or broom. Easily and quickly applied with an ordinary sprayer.

Sold in one and four gallon cans and in barrels and half barrels.

IMPERIAL OIL LIMITED

BRANCHES IN ALL CITIES

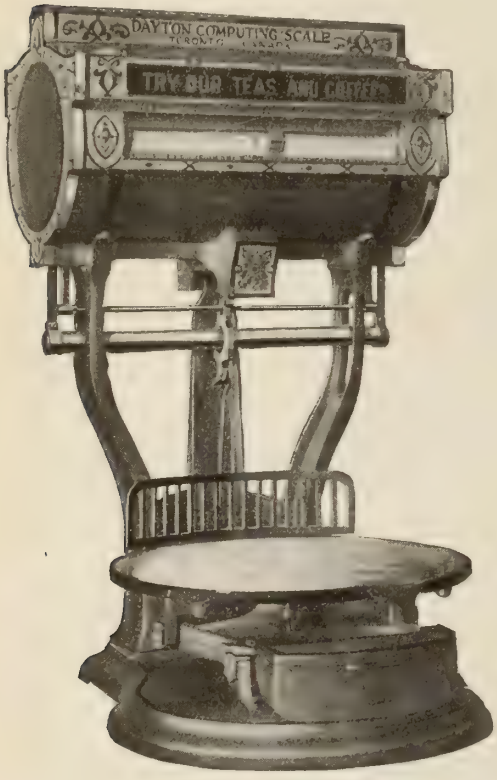
DAYTON

Automatic Scale

The modern scale of Justice



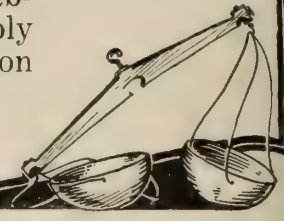
The Dayton—made in Canada.



The Square Deal Scale

Every grocer must now carry an enormously higher-value stock. Your profits, though, are not any greater. Certainly you must get every fraction of every cent that is coming to you on everything weighable in your store. Otherwise loss—maybe bankruptcy.

Here's the way to instantaneous weight and value—absolutely and infallibly correct — use a Dayton Automatic Scale.



Don't drift—the man who drifts, drowns.

Times are changing. Efficiency counts more than ever. Let machinery do your work wherever you can. Let the Dayton Scale give you absolutely, infallibly accurate, visible weight and visible value. Then you are sure of getting what's coming to you. We send our new circulars gladly on request.

Dayton Computing Scales

Royce and Campbell Avenues, Toronto, Ont.

The International Business Machines Co.' Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

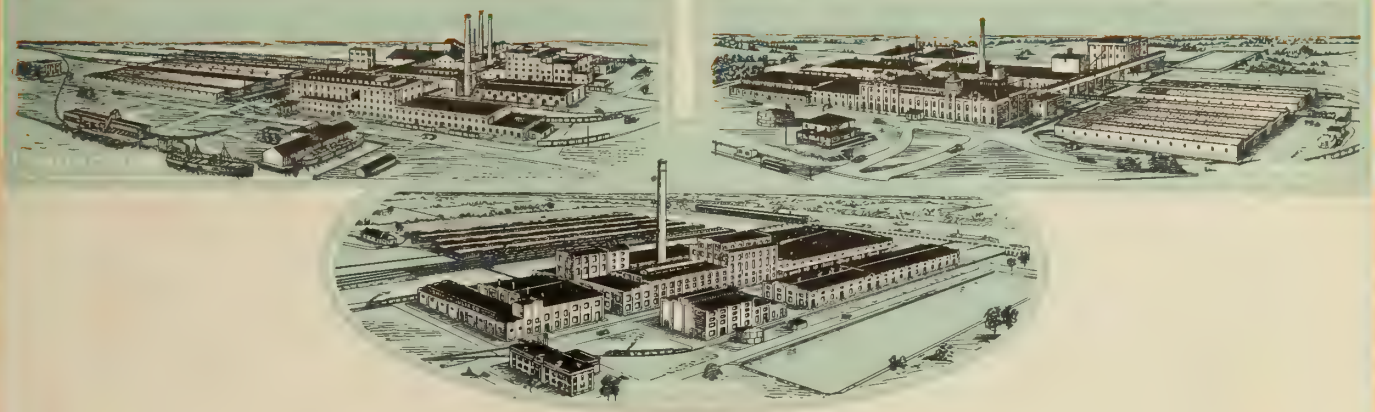
CANADIAN GROCER

Member of the Associated Business Papers—Only Weekly Grocery Paper Published in Canada

THE MACLEAN PUBLISHING COMPANY, LIMITED

Vol. XXXII. PUBLICATION OFFICE: TORONTO, JUNE 28th, 1918 No. 26

Dominion Sugar Company Limited



In selling "Dominion Crystal" Sugar you offer your customers the one and only sugar that is Canadian from the ground up. We do import the finest of raw cane sugar—but our pride is in the product we make from Canadian Sugar Beets. Every time you recommend this sugar you aid in the effort to make Canada more nearly self-supporting. Every pound of it you sell means further encouragement to Canada's increasing production of Sugar Beets.



We have just published a 40-page book describing the method whereby sugar is made from Canadian grown Beets. This booklet, beautifully illustrated and telling in plain, simple terms the story of "Sugar—from Beet to Bowl" will be sent to any grocer. Every one who sells sugar should be interested in the development of our Sugar Beet Industry and in the perfected processes whereby we are able to offer a sugar refined from beets that is as fine and pure and wholesome as can be obtained anywhere in the world.

WRITE FOR THE BOOK THAT TELLS ALL ABOUT THIS PROCESS----IT IS FREE TO YOU----SENT PROMPTLY ON REQUEST

Circulation of Canadian Grocer has been audited by the Audit Bureau of Circulations. Copy of report will be sent on request to anyone interested.



"FINE!"

That deliciousness in every glass of Coca-Cola is a business-building factor for those aggressive grocers who are pushing the sales of this delightful beverage. For everybody knows Coca-Cola. Everybody likes it. Everybody buys it.

Coca-Cola

TRADE MARK REGISTERED

—the brand that guarantees the quality

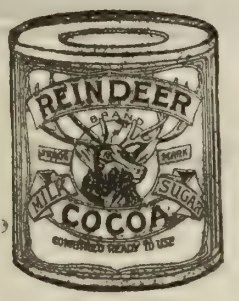
Your customers are familiar with this brand. It is known wherever delicious and refreshing beverages are appreciated. Look for the name Coca-Cola—it means satisfied customers and good profits.

The Coca-Cola Company.

WINNIPEG

The Problem of "Something Nice" at a Moment's Notice

can always be satisfactorily solved by Borden Convenience and Utility.



Contains Milk and Sugar



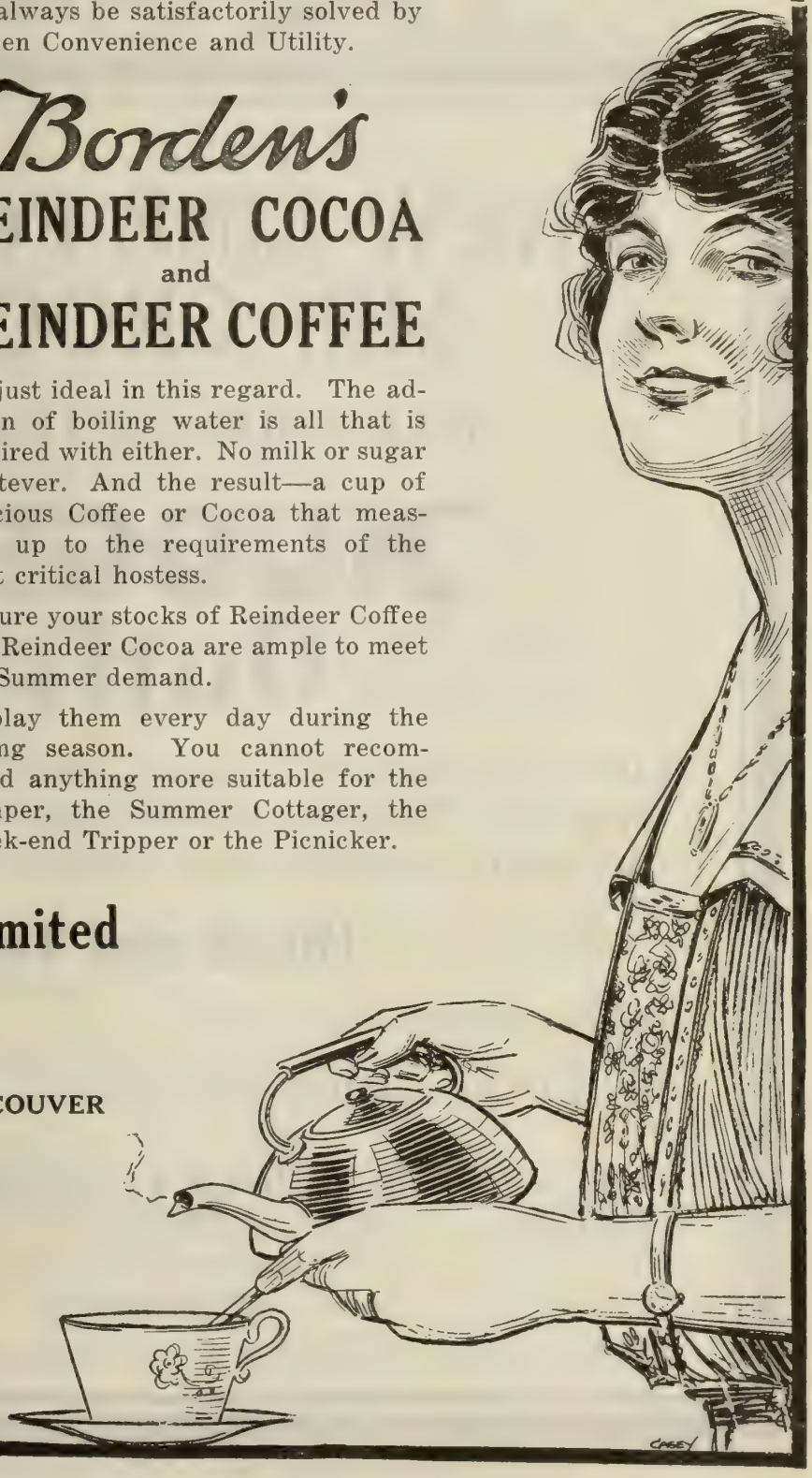
Made Instantly

Borden's REINDEER COCOA and REINDEER COFFEE

are just ideal in this regard. The addition of boiling water is all that is required with either. No milk or sugar whatever. And the result—a cup of delicious Coffee or Cocoa that measures up to the requirements of the most critical hostess.

Be sure your stocks of Reindeer Coffee and Reindeer Cocoa are ample to meet the Summer demand.

Display them every day during the outing season. You cannot recommend anything more suitable for the Camper, the Summer Cottager, the Week-end Tripper or the Picnicker.



Borden Milk Co., Limited

Leaders of Quality

MONTREAL

Branch Offices:
No. 2 ARCADE BLDG., VANCOUVER



A NEW LINE FOR YOU MR. GROCER

SELL YOUR CUSTOMERS A

"NUGGET" Outfit

Consisting of tin of "Nugget" Shoe Polish, good bristle brush and "Selvyt" polishing pad. Put up in handy cardboard and neat metal boxes.

Black and Tan

A good profit for you, too.

Write us for samples and prices.

THE NUGGET POLISH CO.
LIMITED
54-56 McMurrich Street
TORONTO

If any advertisement interests you, tear it out now and place with letters to be answered.

CROSSED FISH SARDINES

How many customers have you disappointed when you have sold an inferior brand? Your clerks are disappointed in your judgment. Your customers are disappointed and annoyed. Your star customer disappoints her guests.

Whose Reputation is at stake?

If you would make good friends and protect your trade, as well as increase your business, BUY THE BEST.

CROSSED FISH BRAND are all selected Fish. They are packed in the Purest Olive Oil.

We have a limited stock on hand and can make immediate delivery.

Remember, we do not expect any further shipments of Imported Sardines till after the war.

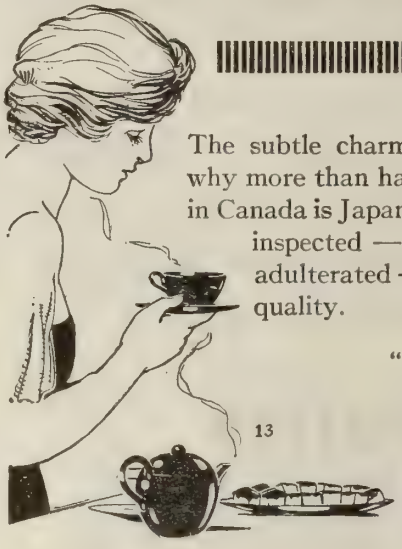
W. G. Patrick & Company, Limited

Importers

TORONTO MONTREAL WINNIPEG NEW YORK

If any advertisement interests you, tear it out now and place with letters to be answered.

JAPAN TEA



The subtle charm in each cup tells why more than half the tea consumed in Canada is Japan Tea. Government inspected — uncolored and unadulterated — a tea of real cup quality.

"Over our tea — quaffing the sovereign drink of pleasure and health."
—Brady.

13

You can connect directly with a splendid source of increased sales by showing Japan Tea regularly in your displays. You will thus get your share of the big demand for this delicious beverage—a demand in keeping with its incomparable goodness—the demand that's fostered and developed by means of a steady consumer advertising campaign.

Make Japan Tea a leader in your tea department. It pays.



--From the Garden Spots of the World we bring them to you

In the world-famed sunshine valleys of Santa Clara, California—down in tropical Hawaiian Islands—and in the far-away great plantations of Maracaibo and Santos—there you will find No-Vary Food Experts, searching the markets for the world's best foods.

It is their skill in deciding which country or district offers unvarying excellence in the products that has made No-Vary famous as the guaranteed quality line—"Always Good."

NO-VARY Quality Groceries

"If it's NO-VARY it's ALWAYS GOOD"

Display on your counter every day this year these super-products and back them up with your good name. They will give 100% satisfaction—and will be your greatest asset for creating more sales. In short, they are dependable creators of repeat orders.

Dealers interested in greater profits through quicker turnover should get in touch at once with one of the Wholesale Jobbers listed below, who market No-Vary Quality Foods in Western Canada:

Alexander Grocery Co., Ltd.....Camrose, Alta.	MacLean Grocery Co., Ltd.....Regina, Sask.
Brandon Grocery Co. .....Brandon, Man.	Red Deer Grocery Co., Ltd.....Red Deer, Alta.
Camrose Grocery Co., Ltd. .....Camrose, Alta.	Swift Current Grocery Co.....Swift Current, Sask.
Medicine Hat Grocery Co., Ltd. ..Medicine Hat, Alta.	Simington Co., Ltd.....Calgary, Alta.
Moose Grocery Co., Ltd. .....Moose Jaw, Sask.	Weyburn Grocery Co., Ltd.....Weyburn, Sask.

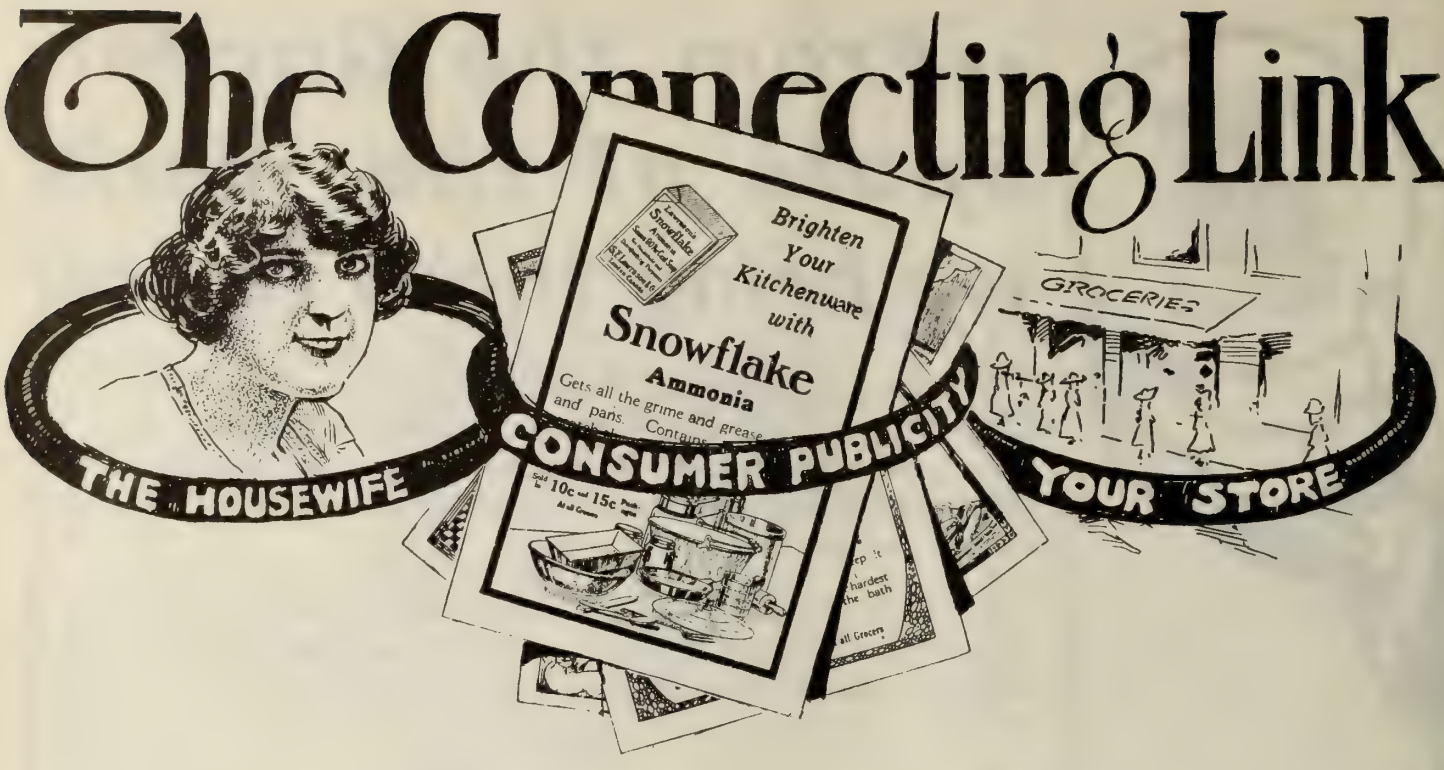
Yorkton Grocery Co., Ltd.....Yorkton, Sask.

No-Vary Products Co., Ltd.

WINNIPEG, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

The Connecting Link



THE intensified consumer publicity now being carried on in the interests of Snowflake Ammonia will connect your store with a still bigger demand for this "best value" Ammonia.

> We are educating your customers to the goodness of "Snowflake." They read this advertising. It is the only Ammonia advertising they do read—because *Snowflake is the only consumer advertised Ammonia on the market.*

Link up your store now with this big sales-making campaign. Show Snowflake Ammonia regularly in your displays. Snowflake is worth showing because it sells easily, satisfies always, and profits you well.

Order as far ahead as possible and avoid risk of delayed shipment.

S. F. LAWRASON & COMPANY

LONDON -:- CANADA

CLARK'S

Three of the main elements of success are



Judgment
Effort
Quality

Your judgment, Mr. Grocer, will tell you that the goods to buy are

CLARK'S
PORK and BEANS

Your efforts are necessary, but they are ably backed by the CLARK advertising and demonstrating.

The QUALITY is always there when you buy CLARK'S.

They have only one—THE BEST

W. CLARK LTD. Clark's **MONTREAL**

If any advertisement interests you, tear it out now and place with letters to be answered.

Here are superlative values for you, Mr. Grocer

AVICO

Quality First Products

Only by concentrating our resources and facilities on the perfecting of a few varieties could we have attained the high standard of quality and value that distinguishes these Avico Quality First Products.

Show these popular lines regularly and recommend them always. They'll make good profits for you.

Ask your wholesaler for the Avico sellers. If he hasn't got them, write us.









Acme Vinegar Company, Limited

MAKERS OF VINEGAR IN BOND

Winnipeg

This is the barley

—that, because of its purity, freshness and high quality has won the endorsement of the highest Infant Specialists.

BROOKS' Baby Barley

Fast Seller. Good Profits. Satisfied Customers.



Order from your wholesaler.

Three Sizes

½ lb., per doz. - $ 2.30
1 " " " - 3.80
3½ " " " - 11.50

Agents for Canada:

Harold F. Ritchie & Co., Limited
TORONTO

Made by BROOKS BARLEY CO., Boston, Mass.

The Profit Is Good



Babbitt's Cleanser is a line that every grocer will find worth while keeping well to the front. Active selling and generous profits invariably result from a Babbitt display. Good housewives everywhere are convinced by experience that there is absolutely no better Cleanser than Babbitt's, and they like to deal with the grocer who features articles of such outstanding value.

Premiums Given for the Trade-Marks.

WM. H. DUNN
Limited

General Repres entatives for Cana da
MONTREAL

Dunn-Hortop, Ltd.,
TORONTO
Special Agents



Give Little Miss Vi a Welcome.

Little Miss Vi has come to Canada as the representative of Vi-Cocoa. She is known in millions of homes in the British Isles, and a great desire for her beneficial beverage is springing up all over the Dominion.

Give her a prominent place on your counter; she will attract many customers to your Store and take a prominent place on the credit side of your balance sheet. Vi-Cocoa is a ready seller showing substantial margin for the retailers.

Vi-Cocoa

has been known for years as the food beverage of the people—it is the super-cocoa, far more nourishing and palatable than ordinary cocoa, and is made under ideal hygienic conditions in one of the best factories in the world.

Write for trade terms and particulars to the Watford Mfg. Co. Ld., Delectaland, Watford, England. 403

WETHEY'S

Orange Marmalade

excels all others

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

The service department of The Canadian Grocer will gladly assist manufacturers at home and abroad in making arrangements with the firms in all parts of Canada whose announcements appear on this page.

WESTERN PROVINCES

MANITOBA
SASKATCHEWAN

Wholesale Grocery Commission Brokers

ALBERTA
WESTERN ONTARIO

H. P. PENNOCK & CO., Ltd.

Head Office: **WINNIPEG** Manitoba

We solicit correspondence from large and progressive manufacturers wanting active and responsible representation west of the Great Lakes. An efficient selling organization, and an old-established connection with the trade, place us in a position to offer you unexcelled facilities for marketing your products. Write us now.

"Always On The Job"

The H. L. Perry Co., 214-216 Princess St., Winnipeg

As your Selling Agents, we can make a big success of your Account.

STORAGE DISTRIBUTING FORWARDING

PUGSLEY, DINGMAN CO., LIMITED
JOHN TAYLOR & CO., LIMITED
ETC., ETC., ETC.

We represent some of the best manufacturers, of whom the above are examples. We will give your line the same attention.

F. D. COCKBURN CO.
WINNIPEG

MANUFACTURERS:

Do you require first class representation? Write us. Satisfaction guaranteed.

GEO. W. GRIFFITHS & CO., LTD.
Manufacturers' Agents and Commission Brokers
402 Chamber of Commerce
Winnipeg - Manitoba

The Canada Nut Co., Limited

"Specialising in Shelled Peanuts."
Large stock always on hand.

VANCOUVER, B.C.



Make this house your Western Headquarters

This is the home of the Scott-Bathgate Company—an organization equipped with every facility for getting you the kind of results in the Western Markets that you are seeking.

We cover the entire Western Wholesale and Retail field. Nine of our men do retail work exclusively.

If quick, sure returns interest you, write now for full particulars to

SCOTT-BATHGATE CO., LTD.

149 Notre Dame Ave. E., WINNIPEG

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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WHOLESALE
GROCERY BROKERS
Manufacturers' Agents
Commission Merchants

W. H. ESCOTT CO. Ltd., Winnipeg, Man.
W. H. ESCOTT CO. Ltd., Regina, Sask.
W. H. ESCOTT CO. Ltd., Saskatoon, Sask.
W. H. ESCOTT CO. Ltd., Calgary, Alta.
W. H. ESCOTT CO. Ltd., Edmonton, Alta.
W. H. ESCOTT CO. Ltd., Fort William, Ont.

Est. 1907. **Write us.**
Correspondence Solicited.
Head Office and Warehouse, 181-183 Bannatyne Ave. E., Winnipeg, Can.

THE
Robert Gillespie Co.
MALTESE CROSS BUILDING
WINNIPEG
IMPORTERS, BROKERS
MAN'F'S. AGENTS
GROCERY, DRUG AND CONFECTIONERY SPECIALTIES

Winnipeg Warehousing Co., Winnipeg
Prompt and Efficient SERVICE

Ship your consignments in our care. We have adequate trade facilities to handle any amount of business promptly. Goods distributed in Winnipeg or re-shipped to points west.

WAREHOUSING
DISTRIBUTING
STORAGE

WATSON & TRUESDALE
Wholesale Grocery Brokers and Manufacturers' Agents.

Have live men doing detail work throughout our territory. Manitoba Saskatchewan and Alberta. They get the business, and can get it for you. Write us, and we will explain our system.

120 LOMBARD STREET - - WINNIPEG, MANITOBA

Trackage
Storage
Distribution

C. H. GRANT CO.
Wholesale Commission Brokers and Manufacturers' Agents
1206 McArthur Bldg., Winnipeg
We have the facilities for giving manufacturers first-class service.

Warehouse Space To Rent

We have to rent in our Calgary warehouse two floors 50 x 110, and two floors in our Edmonton warehouse 50 x 120. These warehouses are located in the centre of the wholesale district, are of finest mill construction, and are equipped with two elevators. Lowest rate of insurance and good loading and trackage facilities. If you require warehouse space in Calgary or Edmonton, write our offices at these points.

DONALD H. BAIN Co.

Wholesale Commission Merchants and Brokers

WINNIPEG
Head Office

Branches: Regina, Saskatoon, Calgary, Edmonton, Lethbridge, Vancouver.

Live sales forces at each of the above points. Fully equipped offices and warehouses. We are in an unexcelled position to handle storage and consignments, and to look after the distribution of cars.

If any advertisement interests you, tear it out now and place with letters to be answered.

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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ONTARIO

DRIED AND EVAPORATED APPLES.
Apple Waste and Chops, Specialties
H. W. Ackerman
BELLEVILLE ONTARIO

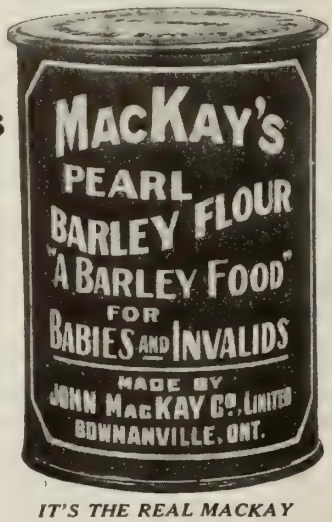
Maclure & Langley, Limited
Manufacturers' Agents
Grocers, Confectioners and Drug Specialists
12 FRONT STREET EAST TORONTO

Rangoon Beans on Spot
Write us for Quotations
W. H. MILLMAN & SONS
Grocery Brokers
TORONTO

W. G. PATRICK & CO.
Limited
Manufacturers' Agents and Importers
51-53 Wellington St. W., Toronto

W. F. ELLIOT
Importer & Manufacturers' Agent
(Cor. Leith and Hardisty Sts.)
FORT WILLIAM, ONT.
Established 1909.

Just try how MacKay's will sell



IT'S THE REAL MACKAY

You can strongly recommend this delicious, wholesome Canadian-made Barley Food.

MACKAY'S PEARL BARLEY FLOUR is without any peer whatever. Gives soups and gravies a delightful flavor. Just the right food for infants and invalids.

A strong consumer publicity campaign is helping dealers to keep their sales of MacKay's going.

Recommended by Dr. McGill, Ottawa, Dominion Chemical Analyst.

John MacKay Co., Limited
BOWMANVILLE, ONT.

Very many Canadian Grocers sell Ocean Blue because they are glad to do so. They know that it does credit to their judgment and enhances their reputation. They know that every sale leaves a living profit, that every packet which goes across the counter will give entire satisfaction, and that every recommendation of OCEAN BLUE adds to the goodwill of their business.

OCEAN BLUE

Order from your Wholesaler.

HARGREAVES (CANADA), LTD.,
The Gray Building, 24-26, Wellington St., W., Toronto.

Western Agents: For Manitoba Saskatchewan & Alberta: W. L. Mackenzie & Co. Ltd., Winnipeg, Regina, Saskatoon, Calgary & Edmonton.
For British Col. and Yukon: Creeden & Avery Rooms 5 and 6, Jones Block 407, Hastings Street, West, Vancouver.



EL ROI-TAN PERFECT CIGAR

MANUFACTURERS' AGENTS AND BROKERS' DIRECTORY

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QUEBEC

ROSE & LAFLAMME
LIMITED
Commission Merchants
Grocers' Specialties
MONTREAL TORONTO

Complete Trade Connection.
JOHN E TURTON
Importer and Commission Merchant
55 St. Francois Xavier St. - Montreal
Wholesale and Retail

G. B. MacCALLUM & CO.
GROCERY BROKERS
489 St. Paul St. W., Montreal
Complete connection with the Grocery and Confectionery trade of Montreal.
Daily Motor Delivery to all parts of City and Suburbs.

H. D. MARSHALL
Wholesale Grocery Broker
OTTAWA MONTREAL HALIFAX

J. R. GENEST
Wholesale Grain, Flour and Feed
SPECIAL—Pastry Flour
GROCERS SPECIALTIES
BOARD OF TRADE BUILDING, MONTREAL

FREEMAN and SHEELY
WHOLESALE GROCERY BROKERS
St. Nicholas Bld. - Montreal

MARITIME PROVINCES

C. B. HART, Reg.
Montreal, P.Q.
Grocery and Chemical Brokers
Commission Agents

Do you require representation in New Brunswick?
Schofield & Beer, St. John, N.B.
Commission Merchants
Agents for: Acadia Sugar Refining Co., Ltd., Halifax, N.S.; W. C. Macdonald, Regd., Montreal, P.Q.

GAETZ & CO.
MANUFACTURERS' AGENTS AND GROCERY BROKERS
47-49 Upper Water St., Halifax, N.S.

NORWEGIAN SARDINES (STYLED SMOKED SILD)

NOTHING LIKE IT!
NO BONES!
ALL MEAT!



A/s NORWEGIAN CANNERS' EXPORT OFFICE
Stavanger (Norway)
Apply: STANDARD IMPORTS, LIMITED, Montreal



Approved

People who discriminate between an ordinary Grape Juice and the "Real Thing" are unanimously in favor of Marsh's.

The Marsh Grape Juice Company
Niagara Falls, Ontario

Agents:

MacLaren Imperial Cheese Co., Ltd., Ontario.

Rose & Laflamme, Ltd., Montreal, Que.



Boost Summer Profits With

The Mapleware Lunch Set

Something you can get.
Something you can sell.
A 41 piece lunch set, all wood dishes.
A complete and serviceable dinner service for six persons.
Will carry any menu hot or cold, moist or dry.
Every tourist, every auto owner, every sportsman, every camper, every picnicker, every yachtsman, in fact every person in your town is a prospective purchaser.
Ladies like Mapleware for porch or lawn parties.
For refreshment at any informal occasion indoors or out Mapleware is the supreme service.
Use it once and throw it away. No dishwashing, no trouble.
A tasty and attractive service that will answer every requirement.
Every Mapleware Lunch Set contains 6 large dinnerplates, 2 long platters, 2 deep vegetable dishes, 6 handy side dishes. 6 salt and pepper dishes, 12 sanitary maple spoons, 6 wood fibre napkins, 1 wood fibre table cover 48 x 60 inches.
All packed in a strong, handsome carton, one quarter gross cartons in a shipping case.
Retails for 35 cents.

Ask any jobber or

The Oval Wood Dish Co., Inc.
Manufacturers
Tupper Lake, N.Y.

Victoria Paper & Twine Co.
Distributors
Toronto, Montreal, Halifax

Sales Clerks, We Thank You



for the interest you have taken in our line of *"Dandee" Pure Food Products.*

Our sales during 1918 have made a new record in the firm's history, no doubt largely because of your co-operation.

Recommend Ever-Ready Cocoa for picnics and camping parties as well as for overseas parcels.



Leading Jobbers Sell Dandee Pure Food Products.

Litster Pure Food Company, Limited, Toronto

LAST WINTER

eggs were scarce and dear, certainly too dear to be used in the baking of bread, biscuits, pies, cookies, etc.; it is reasonable to assume that this winter EGGS will again be similarly prohibitive, therefore anticipate the needs of your customers by arranging **now** for your supplies of

"KKOVAH" EGG SUBSTITUTE

Bread, cakes, etc., made with KKOVAH Egg Substitute are lighter and more easily digested than when made with eggs.

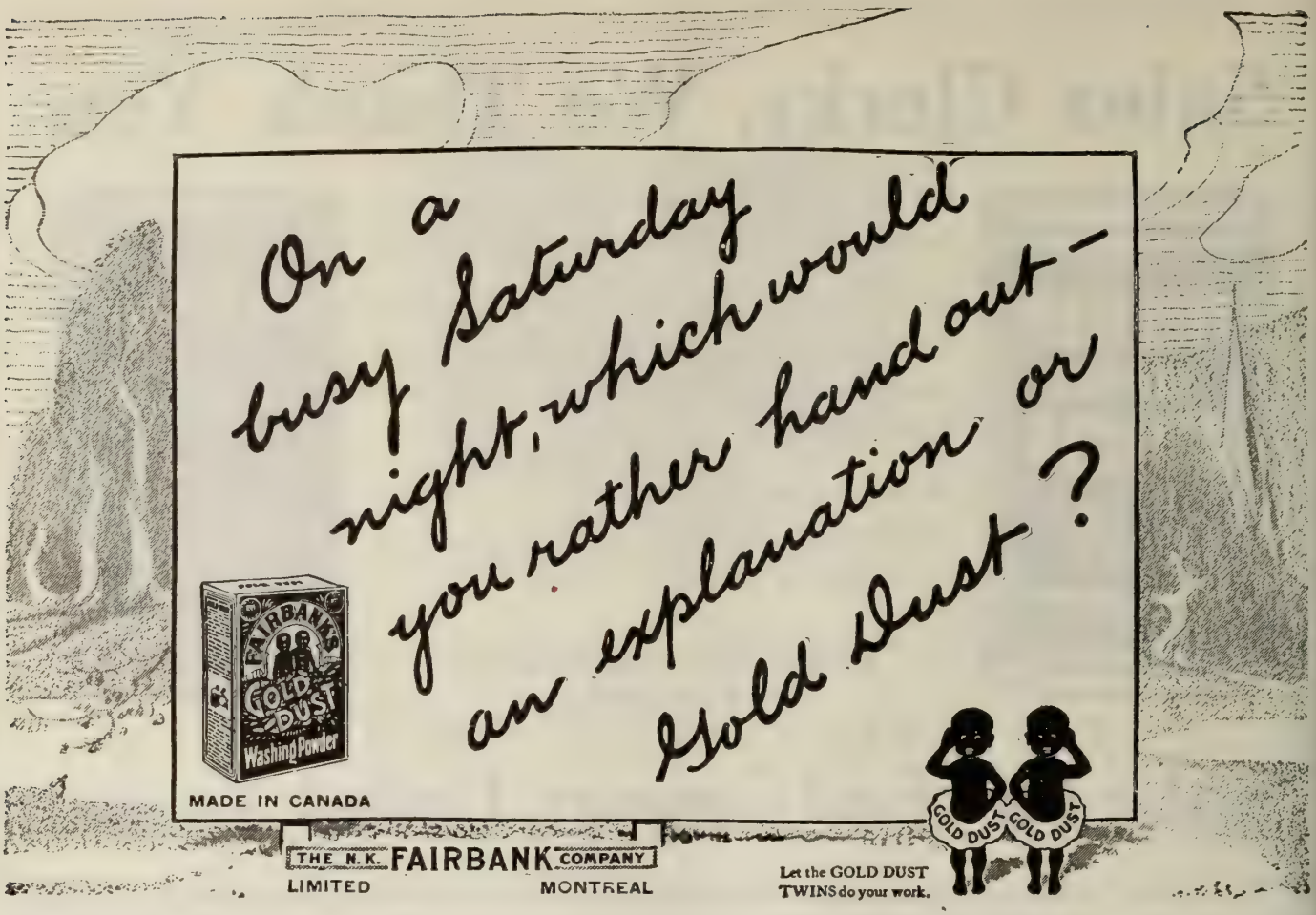
KKOVAH Egg Substitute has been manufactured over a quarter of a century.



Sutcliffe & Bingham, Ltd.
Manchester, Eng.

Sole Distributors for the Dominion of Canada
Maclure & Langley, Ltd.
Winnipeg, Toronto, Montreal

If any advertisement interests you, tear it out now and place with letters to be answered.



Brilliant, Sparkling Jellies



Too soon for fresh fruits, and everyone tired more or less with made-up desserts. The careful housewife is saving all she can. Why not take advantage of this situation to push

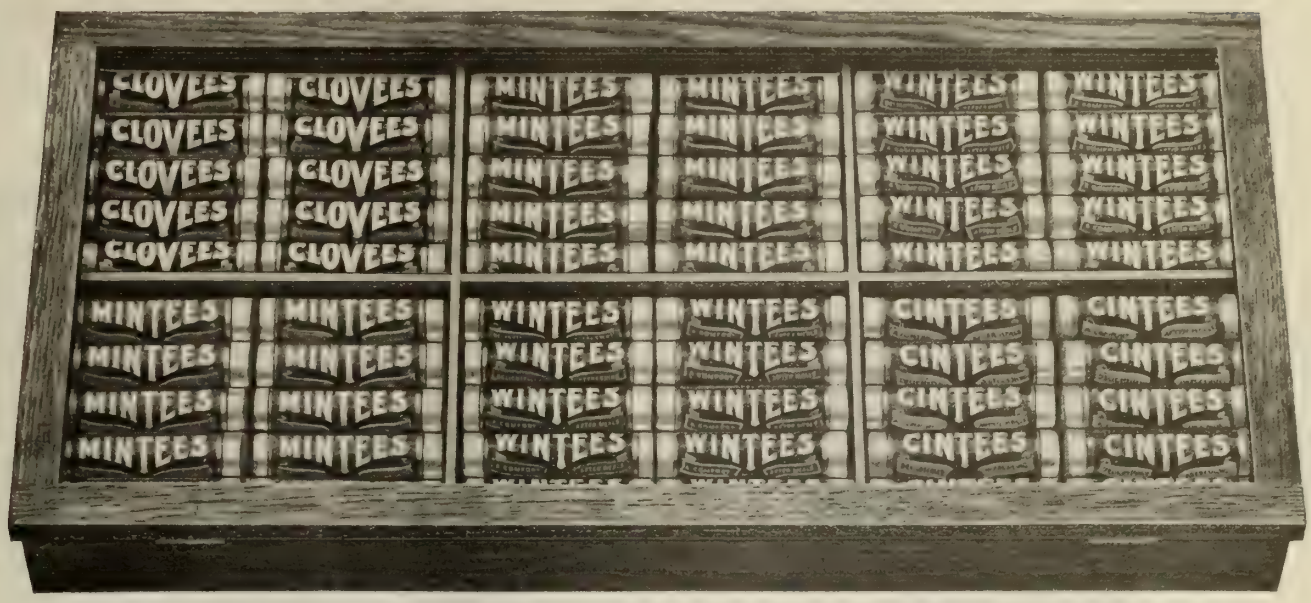
Shirriff's

Jelly Powders

They make the most delicious, most attractive and least expensive desserts. There is a full line of flavors, including pineapple, strawberry, raspberry. The greatest variety of desserts can be made with least trouble. Help to meet demands by ordering a case or two now. We supply attractive window dressing material.

Imperial Extract Company, Toronto

Here it is—the new Silent Salesman for Mintees



We illustrate here the compact little counter show case made specially for the selling of Mintees, etc.

The case, which measures 19 x 9 inches, is divided into 6 compartments, each to hold 20 packages or 1 box. It has a rich, pleasing appearance with a Glass Top and Polished Hardwood Finish—just the right kind of selling help for a quicker turnover and a better profit. A snap catch holds the cover secure—prevents pilferage.

For an outlay of $6.75 you get this Show Case and 10 boxes assorted Mintees, Wintees, Cintees and Clovees, sales of which will net you $10, giving you a clear gain of $3.25 on your investment—and the Case besides.

Ship No. 3 Mintee Display Case Package

(10 boxes Mintees, etc., and case for $6.75) with my next order.

Name .....

P.O. .....

Station .....

NOTE TO JOBBER
O-PEE-CHEE GUM CO., LIMITED
London - Canada
will send full particulars upon request.

Isn't that a dandy offer? Take advantage of it by sending this order to your jobber—**now**—before you forget it.

You know the Four—

"Mintees"
The mellow Peppermint Confection. Enjoyed by all. Good after eating and after smoking.

"Wintees"
The real Wintergreen flavor. Pleases particular people. The children's favorite.

"Cintees"
Cinnamon flavor. Perfumes the breath, helps digestion.

"Clovees"
The flavor of Clove Buds. Sweetens the breath. A favorite with smokers.



O-Pee-Chee Gum Co.
Limited
LONDON CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

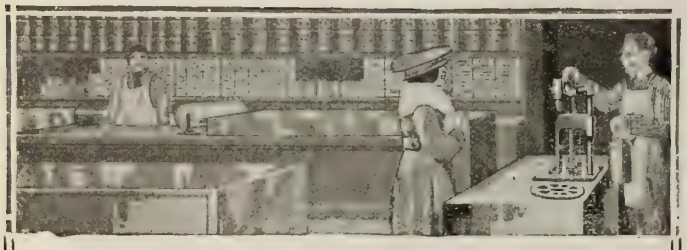
BRISTOL, SOMERVILLE & CO.

(Formerly Geo. E. Bristol & Co.) HAMILTON

Order some Nootka Pilchards 48 1-lb. tall tins. This line is cheaper than Salmon, and a new fish on the market.

BRISTOL, SOMERVILLE & CO.

Canadian Food Control License No. 6-058 WHOLESALE GROCERS



BOWSER ESTABLISHED 1885

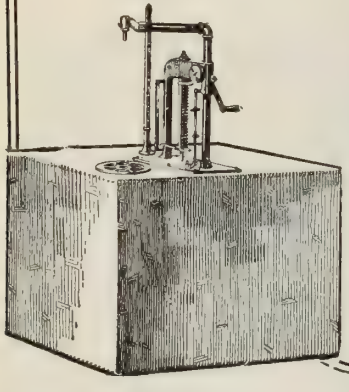
Oil Storage Systems

CLEANLINESS

to the store is what rain is to the crops. It makes the store thrive, with a reputation for clean, sanitary conditions. Dirty oil rooms drive customers away, spoil goods and disgust clerks.

Bowser Oil Storage Systems insure a saving in time, labor and oil—they increase and hold business. **Write now for Booklet CG-5.**

Fig. 19



S. F. BOWSER & CO.
Incorporated
TORONTO ONTARIO

Two Money-Makers Every Good Grocer Should Sell

Royal Salad Dressing

and

Royal Mayonnaise

Selling Royal Salad Dressing and Royal Mayonnaise is an easy matter.

Their quality appeals to people who look for something better, and a first sale always means another and another.

You should feature Royal Salad Dressing and Royal Mayonnaise.

They are good Summer lines.

Horton-Cato Mfg. Co.
Windsor, Ontario

We always have a few carloads of 2's and 2½'s

CANNING SHOOKS

ON HAND

Write or wire for prices.

W. C. Edwards & Co., Limited
OTTAWA, ONTARIO

SMALL'S MAPLE SYRUP

Maple Butter



Maple Sugar

World's Standard For Nearly One Hundred Years

AT ALL JOBBERS

SMALL'S, Limited - Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

Kellogg's
Toasted Corn Flakes
The Genuine

Time is money and it doesn't take long to make a sale of Kelloggs.



And they stay sold. Customers for **Kellogg's Toasted Corn Flakes** are on the increase, but it isn't human nature to be satisfied, so we want you as a booster too.

There's room for a package of Kelloggs in every order you fill.

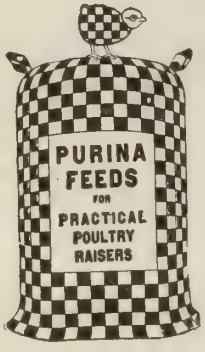
SUGGEST THEM

Battle Creek Toasted Corn Flake Co., Limited

LONDON CANADA

We will give $5.00 in Cash to the Clerk making the best window display of

PURINA POULTRY FEEDS





THE Chicken Chowder Club is creating new business for many grocers throughout the country. A poultry feed department properly handled will show a neat profit.

TO encourage both grocers and general merchants to push Purina Poultry Feeds we are offering special prizes to the dealers and their clerks as follows:

TO the dealer turning in the most coupons from circulars, which fully explain the aims of the C.C.C., we will give 100 lbs. Purina Chicken Chowder and 100 lbs. Purina Scratch Feed.

TO the clerk making the best window display $5.00 in cash. All necessary advertising matter for window trim sent prepaid upon request.



Write in at once for full particulars. Be amongst the progressive dealers who are reaping the benefits of our national advertising campaign.

The Chisholm Milling Company, Limited
TORONTO, CANADA

If any advertisement interests you, tear it out now and place with letters to be answered.

The Straw-berry is De Luxe



WAGSTAFFE'S

STRAWBERRY JAM

1918 PACK

NOW READY FOR DELIVERY

If any advertisement interests you, tear it out now and place with letters to be answered.

Whittemore's Shoe Polishes

Quality Variety



For a Big Seller

BOSTONIAN CREAM — The ideal cleaner for kid and calf. You'll need a good stock of brown for brown glazed kid and mahogany calf —also the cordo-tan for cordovan leather. Then there's the white BOSTONIAN for all colors of glazed Russia calf, vici or dongola kid or patent leather—also light and dark gray, and any other color or shade.





And Here's the Paste

NOBBY BROWN PASTE—For all shades of brown shoes. Once you put this paste in stock, you'll be like everybody else who has ordered it —you'll repeat on it.

For red or oxblood there's the same size package of PEERLESS OXBLOOD PASTE.



RUSSET—2 Sizes



BROWN—2 Sizes



WHITE—2 Sizes



RED—2 Sizes



BLACK—2 Sizes

Ask your Jobber's Salesman for Complete Catalogue with Prices, or write us at Boston, Mass., U.S.A.

MAPLE SUGAR best 10c. seller, 48 to case

A Sugar you will want to repeat

MAPLE SYRUP "Canada's Best" Brand

Maple Butter Honey Butter Sweet Nut Butter

Chocolate Butter

BAINES CONFECTIONS

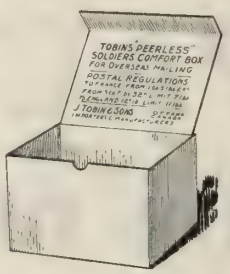
Manufactured by

Canada Maple Exchange, Limited, Montreal

Tobin's "Peerless" Soldiers' Comfort Boxes

FOR OVERSEAS MAILING

7 and 11 lb. sizes, made in two sections. Outside cushioned casing and inside reinforced lining. Practically two boxes in one. Tested to 37 lbs. square inch. They sell themselves on show. Dealers write.



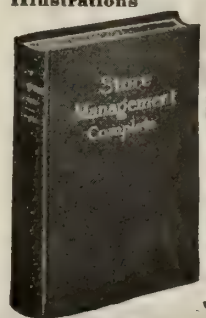
J. TOBIN & SONS (Sons on Active Service)

Ottawa, Canada

"Peerless" Overseas Boxes, Sanitary Containers and other Trench Specialties.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.

TORONTO

Tea Prices

- Import quotations on all teas are still ruling high—an average of ten cents per pound over local markets, in addition to the tax.
- Our advices all predict firm foreign markets with still higher prices later, owing to increase in laid-down costs, etc.
- Stocks in store are now in good demand, and prices are due for a sharp advance on all Canadian markets.
- What lines will your trade requirements make it necessary to purchase this year?
- A little attention NOW will bring better profits later.

KEARNEY BROS., LIMITED

TEA AND COFFEE IMPORTERS

33 ST. PETER ST. MONTREAL, QUE.

ESTABLISHED 1874

If any advertisement interests you, tear it out now and place with letters to be answered.

Mr. George Washington of New York Says

that he has turned the entire output of the G. Washington Refined, Soluble Coffee, over to the Government for the Soldiers in the front line trenches Overseas.

He hopes shortly to be able to again supply the trade; in the meantime you and your customers' indulgence is asked.

KLIM
IN POWDER FORM

The Mark of Milk Economy

"KLIM—In Powder Form" means to your customers the one sure way of reducing the fast-growing milk bill. To you it should mean the opportunity of building a permanently profitable milk business. IT'S GENUINE — THE FLAVOR PROVES IT.

Your wholesaler has Klim, your customers should have it.

CANADIAN MILK PRODUCTS LIMITED
10 St. Patrick St., TORONTO
10 Ste. Sophie Lane, Montreal
Also stocked by: W. H. Escott Co., Ltd., Winnipeg, Regina, Calgary, Edmonton and Kirkland & Rose, Vancouver

Furnivall's
FINE FRUIT
PURE JAM

—the jams that are recognized in every community as the standard of jam quality.
Selected sun-ripened fruits, pure cane sugar, a factory up-to-the-minute in every essential—these are reasons why Furnivall's Jams excel.
Are you selling Furnivall's?

FURNIVALL-NEW, Limited
Hamilton, Canada

AGENTS:—Ontario—MacLaren Imperial Cheese Co., Ltd., Toronto; H. J. Sykes, 736 Elgin St., Ottawa, Ont. **Montreal**—George Hodge & Sons, Limited. **St. John, N.B.**—MacLaren Imperial Cheese Co. **Halifax, N.S.**—MacLaren Imperial Cheese Co. **Sydney, N.S.**—A. E. Sheppard. **Hamilton**—R. M. Griffin. **Calgary, Alta.** — MacLaren Imperial Cheese Co., Ltd. **Edmonton, Alta.**—MacLaren Imperial Cheese Co., Ltd. **Saskatoon**—The H. L. Perry Co., Ltd. **Manitoba**—The H. L. Perry Co., Ltd., Winnipeg.

Man Left You, Did He?

And for the life of you you don't know where to find another to replace him. Well, our advice to you—and it's good advice—is: Find him by advertising—a small, condensed advertisement in CANADIAN GROCER.

If you wanted a blacksmith, we wouldn't recommend CANADIAN GROCER, but when it comes to finding a man for the grocery business, honestly we don't know of a better or cheaper way of finding him than the use of CANADIAN GROCER.
The way to find the man you want is to look for him where he is likely to be found—in the grocery business.

Rate is 2 cents a word first insertion and 1 cent per word each subsequent insertion. Five cents additional per insertion when replies are to be sent to Box Number in our case.
Send your advertisement and remittance to

Canadian Grocer Want Ads.

143-153 University Avenue
TORONTO

Tea is Not Dear

Even if it were a dollar per pound it would still be one of the very cheapest articles we serve on our tables.

A pound of 70 cent Red Rose will make 250 cups of tea fully as strong as most people like tea—less than 1½c for a teapot holding 5 cups.

It will be a long while yet before anyone will need to stop using tea on account of its cost.

T. H. Estabrooks Co., Limited

St. John Toronto Winnipeg Calgary

P.S.—We suggest that you tack this up where your customers can see it. We think that many people do not realize how economical Red Rose Tea is.

Red Rose Tea makes many more cups to the pound, because it consists chiefly of ASSAM teas, the richest and strongest in the world. These ASSAM teas also give Red Rose that fine, rich flavor that is so much liked.

If any advertisement interests you, tear it out now and place with letters to be answered.



Keen's Oxford BLUE

Grocers have sold and women have used Keen's Oxford Blue for generations with unvarying success.

Keen's Oxford Blue in your window or on your counter will always prove a drawing card.

Don't hide away your stock of Keen's.

Get it right out on your sales counter—where your customers can see and recognize the "Blue of Blues."

Be sure you have Keen's in stock.

Canadian Agents

Magor, Son *and* Company, Limited

191 St. Paul Street West, MONTREAL 30 Church Street, TORONTO

Anchor Caps and Larger Sales

Your main aim is to increase your sales with as little increase in cost as possible, and this is where Anchor caps offer you their help.

They overcome the handicap of sticky jars and soiled labels caused by leakers and keep your stock in the best possible condition for sale.

Anchor caps on your food products in glass will increase their appeal to the customer because Anchor caps prevent leakers. They are always bright and clean themselves and because they keep the contents free from any possible contamination or loss of flavor through evaporation. Compare the jars on your shelves which are Anchor sealed and those with the old-fashioned inefficient screw caps and see for yourself the added selling value this modern and perfected seal offers you.

Anchor Cap & Closure Corporation

OF CANADA, LIMITED

FACTORY AND GENERAL OFFICES

50 Dovercourt Road TORONTO, ONTARIO

If any advertisement interests you, tear it out now and place with letters to be answered.

CANADIAN GROCER

Vol. XXXII. TORONTO, JUNE 28, 1918 No. 26

Should the Clerk Know Cost of Goods?

Many Merchant Discuss This Important Question, and General Opinion Favors the Clerk, if of Sufficient Experience, Being Fully in the Confidence of His Employer

JUST in how far the clerk should be the trusted co-partner in the business of the store is a question that leads to a good many differing opinions, and to a great variety of practice. Should the clerk know what is the actual cost price of the goods that he is selling? Can he be trusted to use this information wisely? Can he be expected to understand the necessity of getting a fair profit, and will he be as confident in asking that price from the customer, as he would be if the actual cost was unknown to him.

CANADIAN GROCER has propounded questions somewhat in this form to merchants from coast to coast, asking what has been their practice in this matter, and why they have adopted this practice. The number of replies received bears evidence that merchants generally recognize this as one of the fundamental elements of store policy.

The Merchants of To-morrow

G. A. Cook and Co., Halifax, N.S., state that they consider it advisable to give the clerk the private cost mark in all cases. "The clerks of to-day," they state, "are the merchants of to-morrow."

In that statement lies probably the gist of the whole matter. Clerking is not a profession but a probation. Every clerk is a potential grocer, and he will in all probability be interested in the business in proportion as it gives him the opportunities of the training that he requires. Viewed in that light the policy of telling the clerk everything there is to be told about the business would seem to be the correct one. There are, however, of course, other factors to be considered, and some of these are raised by other merchants.

W. D. Currie, manager of the Eastern Grocery Company, Souris, P.E.I., writes: "The practice of giving the cost marks to clerks is not customary, but I believe that it is advisable. The more the average clerk knows, the better for him and the better for his employer. Even if the clerk is not given the price cost marks the chances are that he will find these things out for himself."

T. B. Rider and Son, Fitch Bay, Que., state: "Our practice is to give private cost marks only to clerks whom we know personally and deem reliable. We do not consider it advisable to extend this privilege to all who may be in our employ, as we do not think it necessary for them to have this information."

Should Know Both Cost of Goods and Cost of Business

Donald J. Gillies, Montreal, believes that the clerk should be entrusted with the cost price, but that he should also be instructed in the matter of the overhead costs so that he may view the matter of profit in proper perspective. A. E. Hurd, Ayers Cliff, Que., writes: "I have never thought it advisable to give clerks the private cost marks until they have been with me at least a year. After that I have never hesitated, provided there was a reasonable prospect of them remaining in my employ."

Hancock and Company, of Galt, Ont., believe in keepin gclerks posted as to the cost price of merchandise. They think that giving the clerks this information encourages their interest in the business, and makes them feel that the employer is interested in them, and is endeavoring to educate them in the various branches of the business. This company at the same time shows the clerk how to figure the various percentages on different lines.

Competent Clerks Should Be Fully Informed

S. W. Bruce, Lindsay, Ont., is another merchant who believes in the wisdom of giving the clerk the private cost mark, provided always that he is a good competent clerk. Mr. Bruce also believes that the clerk should be made thoroughly conversant with the cost of doing business, and with this knowledge he believes that the clerk should be able to guard against loss or too little profit, and should at the same time be able to talk more intelligently to the customer.

J. Z. Vinet and Co., Field, Ont., think that it is advisable to give the clerk the merchandise cost price if he has been in the employ of the firm for some time and if he is known to be seriously interested in the business. It would be a mistake, however, they believe, to give this information to a new or young and inexperienced clerk.

J. Carmichael and Co., Hillsburg, Ont., write: "We consider it advisable to give clerks the private cost mark after they have been in our employ a reasonable length of time. We generally make it about one year. As the more insight you give them into your business the more interest they are liable to take."

No Suggestion of Secrecy

Bradley & Sons, St. Catharines, Ont., do not believe that it is good policy to make the cost marks public. They avoid the danger, however, of refusing to tell the clerks the cost of certain particular articles in which that clerk may be particularly interested.

"We do not believe," they write, "that it is advisable for clerks to know the actual cost of the merchandise they handle. Any clerk desiring to know the cost of any particular item is always told the exact cost with the explanation added why it is good business to sell it at the price as marked. A cost book is maintained but is for the use of the firm and store managers."

Trust a Man to Make Him Trustworthy

J. A. Gillett, Aylmer, Ont., strongly champions the wisdom of letting the clerk know that you have confidence in him. "We think it wise," he states, "to give the clerks the private cost mark. If you want to get the best out of your clerks let them know you trust them, take an interest in them, let your clerks have a certain business freedom because the clerk you are finding fault with often loses heart and never makes a successful salesman. Then, if the clerk does not make good, let him go, perhaps another will appreciate your kindness and be a success."

Edward Cutmore, Brantford, Ont., thinks that the cost marks should be entrusted to the head clerk, as doing so will enable him to see what profit he can make for his employer in selling a quantity of goods.

H. Griffin, Brampton, Ont., thinks that experienced clerks should be permitted to know the cost price, for only so will

their interest in the business be maintained.

W. J. McCully, Stratford, Ont., thinks that the cost marks should be known only to heads of departments.

Not a Matter of Curiosity

Fred Newman, Picton, Ont., believes that clerks who demonstrate an interest in the business should be taken into his confidence.

"Clerks worthy of the confidence of knowing the cost should also have some idea of the cost of doing business and business generally. Such clerks will be more efficient if taken in full confidence. Clerks not taking such interest in the business should not be allowed the cost mark merely to satisfy their curiosity."

"I have always informed my clerks regarding my cost mark and have always insisted that they memorize the same. I contend that if a merchant does not let this clerk know the cost mark it means that he has to mark all goods himself, and also I believe it is only fair to your clerks as it lets them know what the goods they are asked to sell cost, and furthermore they are better able to talk to the customer who thinks that he is being overcharged."

The circumstance of the business in the opinion of W. H. Reed, Winnipeg, has its effect in deciding as to whether or no the clerk should be given the cost marks.

"Where the staff is small," writes Mr. Reed, "and, say, does not exceed more than six clerks and where goods are sold both for credit and cash, it is customary and advisable to give clerks the cost of the merchandise they are handling. Where the selling price is an absolute fixed one and the selling staff is large and merchandise is handled through departments, it is not customary nor advisable to give the clerks the cost price of the merchandise they handle."

Lowry's Stores, Ltd., Jenner, Alta., writes: "I would say that it is customary and advisable to give the clerks the private cost mark. That is, of course, if the clerks in question are steady and are staying with one for a while."

C. J. Chapman, The Dominion Grocery, Calgary, Alta., notes one objection:

"In my experience I have not found it customary or advisable to give the clerk the private cost mark of merchandise. One of the chief reasons is that if a clerk should get on bad terms with his employer and should leave, he is able to make the cost mark public property."

A Wholesale Grocer's Opinion

The Simington Company, Calgary, wholesale grocers, have adopted the policy of giving the cost marks to any of their employees who were definitely interested.

"Our custom," they state, "has been to furnish those of our employees who have anything to do with selling, pricing, or buying, with the cost price mark. We know of some cases where this has led to a general knowledge of the price cipher, but there are some merchants who can figure out a cost cipher without being told anything about it. There are some articles on which the cost is so well known that the cipher can be solved from the costs which appear on these items, whether any information be given or not."

Gayer and Connelly, Griscombe, B.C., believe that it saves misapprehensions on the part of the clerk if they are given some knowledge of cost prices.

"We feel that a clerk should know the cost mark as it gives a selling confidence that otherwise they could not get if they were ignorant of the cost of the article. And it does not permit them to conjecture wrongly as to the value of the article, especially now that the prices are advancing so rapidly, making it hard at the best for the clerk to convince the doubting customer that he is getting present worth value."

An Opinion from California

Albert Cohen, a subscriber to CANADIAN GROCER in Los Angeles, California, and who owns and operates three large stores, answers the question with an emphatic no.

"Of course, our business is strictly cash before delivery, and my answers are based on a business where we have 425 employees. As for the clerk being given the private cost mark, I would say no. A clerk who knows the private cost mark will often overstep his authority and sell goods lower than they ought to be sold."

In examining these opinions, while there are some averse to giving the clerk the fullest information, the consensus of opinion seems to be that in the interests of business, the more the clerks' knowledge, the better it will be for the business.

What Discount Should Employees Get?

Should They Receive Discount At All?—Variety of Systems Used—Is Yours a Losing One?—Many Merchants Express Their Views—Should the Clerk Serve Himself a Vexed Problem

THE matter of what discount, if any, should be granted to employees by the firm for which they work is one which is of widespread interest to the grocery trade. No policy has been adopted generally as yet for various reasons, and it is scarcely to be expected that all firms will come to the same conclusions with local and other conditions varying as they do. There is no doubt, however, that the question is one which should be reviewed in detail by every store management until they are satisfied that a system is in operation in their own store which is not going to be a losing affair for them, either in the matter of dollar and cents or in the attitude of their employees.

A number of merchants are of the opinion that when they pay their employees a fair salary as a full return for the work they do, no discounts should be given at all. There are others, however, who are of an entirely opposite opinion, and who favor the discount to clerks as a matter of good policy. It is commendable that the trade seems to be abandoning the old-time idea that discounts are only a matter of charity—a relic of the early days when ministers, teachers, store clerks, etc., did not receive a living wage and since their work was for the public good they should be reckoned as a class which should receive special consideration from business houses. Doubtless, discounts are a relic of those early days but it will be observed from some of the letters which follow that there are other reasons which may be considered legitimate for continuing the practice of giving some discounts to store employees, and these are accepted by the vast majority of progressive stores. Especially is this the case where the management wish their employees to feel a personal interest in their store and that the heads have some personal interest in their employees. There is the endeavor to co-operate and an appreciation of the importance of that co-operation is expressed in a generous discount for the trade of employees.

CANADIAN GROCER has received some seventy-five or eighty letters during the past month, expressing many points of real interest. Space does not permit the quoting of every letter, but those which are given are representative of methods adopted for a satisfactory solution of the problem presented.

On the Question of the Clerk Serving Himself

On the question of the wisdom of permitting a clerk to serve himself there is also a wide range of opinion. Probably the bulk of this opinion is opposed to this practice, though admitting that in very many cases it is the rule. Some merchants are of the opinion that the clerk if he is to have the fullest interests of the store at heart should be trusted fully. That is, if he cannot be so trusted he should not be employed. Other merchants point out that they are not questioning the reliability of the clerk, but are objecting to a slipshod system. These answers will be of interest to everyone.

Some B. C. Opinions

Griscombe, B.C.—"In regard to selling to our clerks we have always let our clerks serve themselves and make out their own counter slips. We feel that it would be a breach of mutual confidence not to do otherwise. But we would not keep a clerk in whom we did not have the best of confidence. This is the best course to follow where you have only a few clerks as in our case, and you have no department heads.

Question No. 3

Our average gross margin of profit on selling price is as follows: Groceries, 20 per cent., excepting sugar and flour, which is 10 per cent. The balance of the lines such as hardware, dry goods, boots and shoes, clothing, is 33 1/3 per cent. On this we give our clerks 10 per cent. off on groceries, and 20 per cent. on all other lines in stock. But on goods ordered specially for them we only charge actual laid down cost."—**Gayer & Connelly.**

Sechelt, B.C.—"In reply to your enquiry of the 13th inst., the rule we follow is that no employee is allowed to help himself but must be served by another employee; the record of these sales is kept in a store book on which we allow a discount of 5 per cent. at the end of the month."—**H. Whitaker.**

As Much Responsibility as Possible

Millen, Alta.—"We have each clerk buy from some other clerk or the proprietor."

Jenner, Alta.—"But I think that the best way is to let the clerk serve himself, taking the goods home in the usual way. I think that the best way is to let them have just as much responsibility as possible; in that way they will have a stronger interest in the business. The usual thing, I think, is to give the clerks the goods with the 10 per cent. added and I do not think that it is any more than right that they should have it that way."—**The Lowry Stores.**

Calgary, Alta.—"When a clerk is engaged the employer should explain in an intelligent way the necessity of having their order checked which prevents any cause of suspicion on either side. Charging 10 per cent. above cost on purchases has been found to be satisfactory."—**Dominion Grocery.**

Peterson, Sask.—"The clerk should check over his purchases with the proprietor. A charge of 10 per cent. over cost is the general practice in the West."—**Thomas T. French.**

Warman, Sask.—"We think a clerk should get his wants at cost plus 10 per cent. as an inducement, but we allow no charging up goods without acquainting the proprietor. In our opinion this should certainly be done. In some big stores it was customary for one clerk to make out the sales for the other."—**Stephen, Hackl & Clare.**

Disley, Sask.—"With us the clerks buy from the manager. We used to allow our clerks 20 per cent. on retail price, but lately we have allowed only 10 per cent. because of war conditions."—**C. W. Ross.**

Keddleston, Sask.—"I allow my clerks to serve themselves. I believe that the merchant who employs clerks in whom he cannot place full confidence is looking for trouble. I allow clerks to purchase goods at 10 per cent. over cost price."—**H. C. Leggo.**

Crichton, Sask.—"No clerk should make out sales slips for his own purchases; he should go to the employer. The practice of selling clerks goods at 10 per cent. over cost is a general practice, and is, I believe, a good one."—**R. H. Stanley.**

Saskatoon, Sask.—"It is not a general practice to allow a clerk to serve himself, but it is customary for one clerk to serve another, and if anything is wrong with the prices. the said clerk is responsible. Ten per cent. over cost as a selling price to employees is a general practice, and I think the best."—**E. Parr.**

May Spoil Clerks by Too Much Supervision

Simpson, Sask.—"My clerks have always charged their own purchases. If your clerks can't be trusted to do this then they can not be trusted at all. I believe that a good many good clerks are spoiled by too strict a supervision in this respect. I always try to make my clerks feel that the success of the business depends largely on them, and in the three years that I have been in business I have never been asked by any clerk for a raise in wages. They knew that they would get same when it was coming to them. I allow my clerks to purchase goods for their own use at 10 per cent. in advance of the cost price."—**F. G. Moog.**

Selkirk, Man.—"The clerk's purchases should be supplied by another clerk, and the check should be O.K.'d by the department or general manager. We allow our clerks goods at 10 per cent. over the cost price."—**Wm. Robinson & Co.**

Hamiota, Man.—"We think it is a general practice to allow the clerk to serve himself. The rule should be to have the departmental head make out the counter check, or some other clerk, where there are several.

"The 10 per cent. over cost rule is quite general as far as our observation goes, although we know of some merchants who do not allow it, but we think it perfectly fair, and should make for better service."—**Chambers & Co.**

Winnipeg, Man.—"It is a general practice in small stores, to allow a clerk to serve himself and make out check without supplying any other information to the proprietor other than that of the counter check. The practice is wrong, the proper way of handling this business would be for the clerk to make his selection, turn in his order to be handled by some other employee just the same as an ordinary customer's order, with the exception of the pricing, and that should be done by the proprietor or some representative to whom that responsibility should be deputed. It is a general practice to supply clerks with merchandise at cost, plus 10 per cent."—**W. H. Reed.**

Oil Springs, Ont.—"No clerk should wait on himself. It is a bad policy. We allow clerks goods at 10 per cent. over cost."—**G. H. Thompson.**

Ridgeway, Ont.—"We have always O.K.'d the bills purchased by our clerks and if the amount exceeded one dollar we discounted it at 10 per cent. In regard to cost mark we do all the marking of cost ourselves. Our opinion is that it is not wise to give your clerks the private cost."—**C. H. Simons & Co.**

Hamilton, Ont.—"Instructions have been given to all clerks that no clerk must write out, or put up his own order. Where the clerk has an order sent to his own home, the order must be written out by someone other than himself, when it is sent to the shipping counter for completion. Where this is a general rule in an establishment it is an easy matter to inform a new clerk of the practice without feeling that there is any reflection upon his own personal honesty.

All goods are sold at the regular store prices and as the average grocer well knows there is not sufficient latitude between cost and selling price to permit any deductions, if overhead charges are to be taken into consideration."

St. Catharines, Ont.—Clerks with this firm make out orders for their own homes on our counter check books just as they would for any other customers. These are handled in the same way as any regular business and as each member of the firm orders his groceries and pays for them in the same manner all are treated alike. We do not allow any special concession to our staff on their groceries. Salaries are made entirely on the basis of the service rendered."—**Brooley & Son.**

These are but a few of the answers received; a further discussion of this important subject will appear in a forthcoming issue.

NATIVE WINE MANUFACTURERS MAY SELL DIRECT

Manufacturers Not Permitted to Advertise, Nor to Sell to Dealers—Must Sell to Consumers Direct

A Niagara district wine manufacturer writes that an item appearing in last week's issue was open to misconstruction owing to the use of the word handle which seemed to suggest a trading in these wines, which is, of course, a misapprehension.

Manufacturers of native wine in Ontario are permitted to supply wine to consumers only, in the Province of Ontario, in quantities not less than one case of one dozen bottles or than five gallons in one container, and are not sold for resale consequently. "The regulations do not make it possible to handle native Ontario wines until December 31st," but the regulations do make it possible for consumers to purchase supplies of native wines by sending direct to the manufacturers, shipments being required to be made direct from the place of manufacture to the consumer.

The regulations do not permit native wine manufacturers to advertise their product, and seeing that the average consumer throughout the country does not know that he can secure a supply, the regulation does not work out to the advantage of the manufacturers to the extent it should.

Nova Scotia Clerk Gets $10 Prize

Tells How, on His Own Initiative, He Has Developed a Big Demand For Ham—Knowledge of the Goods Was His Chief Help—Second Prize of $5 Goes to Clerk Who Introduced New Line Condensed Soup

FIRST PRIZE—James Moffat, with C. A. Fraser & Co., Stellarton, N.S.

SECOND PRIZE—R. R. Powell, with Thos Stevens, Carleton Place, Ont.

The above presents in brief the first and second prize winners in CANADIAN GROCER'S contest for clerks in which clerks were asked to tell in their own words how they have developed on their own responsibility the sale of some particular line of goods.

Results of the contest indicate how necessary, how urgent, it is for the salesmen behind the counter to know the goods. No one can talk intelligently about anything which he knows little or nothing of. But by studying the selling points of an article, as well as the interests and likes and dislikes of the customers, the clerk is in position to readily develop its sale.

Good examples of the selling power of the clerk were sent in by a number of other clerks. These included Wm. Giovetti, of Sherbrooke, Que., and Rose Baker, of Ottawa, which received honorable mention from the judges and which in addition to the others will later be published.

CANADIAN GROCER congratulates the winners and extends an invitation to all clerks to contribute their experiences in selling goods over and above actual demand. All items of this character used will be paid for at space rates. The winning experiences follow:—

Built Up Big Sale For Ham

By James Moffat

Stellarton is a small town and thereby renders salesmanship, in the real sense of the word, very hard, that is in respect to securing a turnover that would be accepted in a large centre as showing any degree of salesmanship.

When I secured employment with my present employers, C. A. Fraser & Co., I did not think the sales of ham were what they should be. I suggested to the head of the firm that the method of handling the ham sales be changed along the same lines as adopted in Britain. He gave me permission to try it and see what I could do with it.

The first thing was to get a suitable brand of ham to sell. We bought —— Co.'s sugar-cured hams, weighing from 12 to 15 lbs. This proved to be a highly satisfactory brand and suited our purpose nicely. I then treated the hams as follows:—Skinned, boned, spiced and rolled them. The (new) line was then introduced to our customers, who were at first curious and tried it to satisfy their curiosity. The sales talk used was something after this style: "Would you mind trying our ham for breakfast?" Or if we were intimate with the customer, we would say: "Why don't you try this ham? You certainly will be back for more if you do."

Often customers would say that they were at a loss for something for tea or breakfast. We would then recommend a trial of the ham. In about a month's time the sales had increased from about one or two hams to half a dozen per week.

In the spring of 1915 our sales stood at about 70 to 80 lbs. of ham per week. On June 1, 1918, our sales of ham amounted to 10 hams, averaging 12 lbs. each. That means 120 lbs. of ham sold in one day at 47c per lb., showing a value of $56.40. On Friday, June 7, 1918, a consignment of 24 hams arrived at 3 p.m. From that time till noon, June 12, 18 hams of the same average weight had been sold, realizing a value of $101.52.

This proves pretty conclusively that there is a pretty good profit in handling hams provided that they are handled properly. The cured meat business is or rather was an exclusive summer line, but when given proper attention the line develops into an all-year-round one, and is, therefore, worthy of earnest consideration.

The cooked hams show a pretty good turnover, and have also increased to a considerable extent, but the price ruling for that commodity is so high that the sales remain about normal. We sell about six cooked hams each week of about 15 lbs. each at 65c per lb. We cannot increase our sales here owing to the high price.

* * *

39 Tins Soup Sold in One Day

By R. R. POWELL.

My employer recently bought one case (4 doz.) of a new line of canned soup to sell at 2 for 25c and showing a profit of 36 2/3 per cent. on selling price. I opened the case the evening it arrived and sold three cans. The next day I sold 39 and finished the lot to my first five customers the next morning.

How? I made a display on the front counter, where the goods would be handy, and then suggested to every customer that we were introducing this new line, with a few words as to the strong points in its favor, and almost invariably the sale was made. I found that after the first few sales it was a good idea to state that nearly everybody was trying it. People like to follow the crowd.

I sold no more than two cans to one person, and during that time only one person asked for soup, so it was all sales. Without the push this amount would have lasted us at least three weeks. This is my most recent experience, but I have had similar experiences with many other lines.

MUST ACCEPT CARS OR SHOW REASON FOR REFUSAL

If delivery of cars containing foodstuffs be not accepted by a consignee, the railways are now reporting the circumstances promptly to the Canada Food Board. To date, approximately six hundred such cases have been investigated and dealt with, and in some instances it has been found that consignees are refusing to accept shipments because of a falling market.

Unwarranted refusal to accept shipments means delay which, in the case of perishable production, may result in waste and the Food Board is prepared in cases where it finds such refusal is not justified, to cancel or suspend the licenses of such consignees.

LICENSE REQUIRED FOR PRODUCE COLLECTORS

Retail Grocer's License, However, Covers This Branch of the Business

On and after June 1, 1918, any person collecting or purchasing eggs, poultry or dairy butter from the farmer or other person who is the actual producer, and who sells such eggs or poultry within ten days of date of collection or purchase, and such butter within thirty days of that date of collection or purchase shall obtain a license from the Canada Food Board, such license to be known as "Produce Collector's License."

Provided, however, that any person operating a retail grocery store under license from the Canada Food Board shall not be required to obtain a license under this order, to purchase or accept in trade or barter, eggs, poultry and dairy butter from a farmer or other person who is the actual producer when such person stores only for his retail trade and disposes of all surplus eggs and poultry to wholesale dealers at intervals of not more than ten days, and disposes of all surplus butter at intervals of not more than thirty days.

Movie Machine Exposes Money-Leaks

Most Insidious Foes of Profitable Business Are Picked Out by the Searchlight of Science For Benefit of Toronto Branch, R.M.A.—Illustrated Address by an Expert

Reported by Staff Representative.

TORONTO, June 27.—In the darkened hall of the Toronto Branch of the R. M. A. on Monday night, June 24, the whirr of a movie machine sounded steadily. On the screen before the eyes of some five score or more of keenly interested merchants, the days of crisis in the store history of "J. White," general merchant, were vividly shown. There were his toils and struggles to keep his business alive; there were his harassed endeavors to secure loans with which to tide over, and there in their dozens were the thieving little leaks by which his honestly earned profits were simply streaming away from him. Those thievish little leaks were recognized by every retail merchant present, and the picture carried its lesson right home to them.

The Lost Customer

Two customers in the store, three clerks and the proprietor to serve them, but the proprietor struggling to serve both well at once. There was one situation. From the customers' side of the counter the audience looked at it, and saw one customer hurry off impatiently without purchasing. Wrong change alleged, and no record or receipt to check the refund necessary to hold business—there was another leak. In came a customer irate at being billed again for an already paid account. The store had no record, but the customer could triumphantly produce a receipted bill signed by "White" himself. Over-weight, waste, short change, complaints, customers estranged through the accounts of White 'Service?' given by displeased customers, C.O.D. charges overlooked and not entered, charge and "goods taken" items forgotten, cash out for goods bought left unrecorded, these and other 'leaks' were all revealed in their natural course of action. It was a movie show with a message and more for the merchant. It was a movie show with a really practical lecture added for the benefit of the whole retail trade. The lecturer was W. F. Brennan, who is attached to the Lecture Bureau of the N. C. R. Co., Dayton, Ohio. The gospel of store organization, and the employment of leak-stopping cash recording systems was of course the answer to the unspoken question, 'How can I prevent such losses in my own store?' To answer the question was, however, left entirely to the business instincts of the audience, and the lecture was most evidently appreciated. Here are some of its principal points recorded for other merchants interested:

Co-operation Not Competition

"Co-operation not cut-throat competition is the key-note of to-day's business," declared Mr. Brennan, and he showed farther on in his address how **"the wholesaler and the banker are both partners of the retail merchant in these days."** He showed how by proper organization of a store the burden of the business can be shared by all the help and the owner so that all the weight need not bear down on the one mind which should be most free of care—namely the owner's. He emphasized at the outset the fact that in 1917 in Canada $18,417,239 had been lost through store failures, 777 stores being involved including as the principal businesses 133 general stores, 239 grocery stores, 62 clothing and furnishing stores, 51 dry goods businesses, and 26 hardware stores. Little leaks for the most part had sunk them all, and the hundreds of other businesses which had failed also.

Price-Cutting Unprofitable

"Price-cutting," said Mr. Brennan, "is a principal cause of failures. Letting your competitor make the price is poor business. Credit is important. Credit is as important as capital in doing business. Good business methods are essential to credit." The lecturer quoted Ed. N. Hurley, who as chairman of the Federal Trade Commission had said: "In the future the business man, large or small, will not be able to get credit on loans unless he is not only sound financially but also able to show that he is conducting his business intelligently."

Store Organization Plan

A store organization plan sketched by Mr. Brennan for general merchants was on these lines: First, the owner with his mind freed from detail work, able to take care of the main problems, and advance business on the broad scale. Then the head clerk supervising other help, assisting in buying, watching credits, and helping in advertising. Then the second clerk, taking 'phone orders (a man with a 'smile in his voice' and a pleasing way of speaking to people for this work). He would also have other duties such as checking taken orders, and serving otherwise.

The third clerk would look after stock, prevent shortages arising, keep tab on slow moving stock, report on condition of stock, etc. To the fourth clerk would be assigned as his specialty window trimming, and the watching of competing windows. The delivery man would deliver, make outside sales, get tips leading to sales, and especially note and report all complaints. (This last is important.)

Percentage of Loss Mounts

Returning to the leaks, Mr. Brennan mentioned the striking fact that one-quarter of a cent loss on each transaction in a store doing a turnover of only $30,000 a year would mean a dead loss of $213.75.

Lack of system as to credit causes losses in three ways. First, through having too much money tied up in credit accounts; second, through extending credit unwisely; third, through forgetting to charge items, and losing charge slips. To reduce losses through bad debts the lecturer recommended that retail merchants "join and boost a good live credit organization such as the R. M. A. provides."

Delivery Losses

Delivery losses are exercising merchants everywhere, as Mr. Brennan indicated. He advised merchants to avoid long hauls, cut out unnecessary deliveries, and watch closely for delivered goods of which no charge record has been made. "Test your delivery costs," he said, and a cartoon showed profit on goods 12 cents, but delivery charges 15 cents, meaning a loss. Mr. Brennan advised that help be educated into saying to customers while wrapping parcels, instead of "Do you wish this sent?" "Do you wish to take this with you?" There is a difference in suggestion which will be found profitable for people are apt to act on the suggestion and carry their parcels.

Profitable Service

Promptness, courtesy (especially to children), accuracy, appreciation of the customer's point of view, desire to oblige, absolute honesty as to the goods, and knowledge of the goods are all features in good salesmanship and store service as pointed out by the lecturer. " A good clerk," he said, "should know: First, what goods the store keeps; second, where they may be found; third, **everything possible about the goods and their prices."** Especial courtesy should be shown to newcomers to a town or district. It brings business. In handling complaints follow the Golden Rule. Never try to force a sale. Talk quality. Let the customer decide. Educate help to realize that the customer is the 'boss' in the last instance. By that John Wanamaker throve. Show all the goods you can even to the customer who is simply looking around the stock. These hints Mr. Brennan gave to clerks present.

Store Saved from Bankruptcy

Finally the lecturer showed that the modern store owner **knows**, where the old fashioned owner simply **guesses.** And with the aid of a second film he pictured the steady strides of the White

(Continued on page 42.)

The Law, and Deceptive Trade Marks

But If Manufacturer Uses a Name or Mark on His Goods Which is Not Intended to Deceive the Buyer He Stands Good Chance in Court of Law—Sample Judgments Throwing Light on Legal and Illegal Names.

Written for Canadian Grocer by A. B. Kerr.

MILLIONS of dollars are spent annually advertising trade marks. Look through the advertising pages of any magazine or trade paper, you will be surprised at the number of advertisements emphasizing the one big feature that the name is your guarantee or that the quality goes in the goods before the name goes on.

The object of advertising a name is to familiarize the public with the goods advertised and to educate them to associate the name with a superior product. One of the largest advertisers in the world, after spending millions of dollars exploiting a name which was associated with his products, decided to change the name and educate the public to a new name which in the opinion of the firm was more suitable.

As a young man I always associated the name of "Christy" with a hat. A hat to me was a "Christy" and whenever I went to buy one I always asked for a "Christy."

Nearly everything we use is standardized and trade marked. Nearly all package goods bear a trade mark. It is, as a rule, a guarantee of the manufacturer as to the quality of the contents. In other words the manufacturer stands prepared to accept the verdict of the public as to the quality of his goods as represented by the trade mark.

Some men's wear manufacturers consider their trade marks one of their largest assets. The modern merchant has filled his shelves with trade marked goods knowing well that behind the trade mark stands the guarantee of the manufacturer. According to history many of the old time merchants were noted for sharp dealing. Some of them bartered, cheated, and even swindled customers by substituting something which they claimed was just as good but which in many cases was a very inferior article, until by advertising, the merchant and the public became familiar with trade marks and to know the quality and quantity for which they stood.

Law Protects Trade Marks

The law respecting trade marks is extremely interesting. In cases where a name has been associated with a well known products for a great number of years and the merchant and public have become accustomed by advertising to associate the name with a certain article, the court will protect the use of the name and restrain by injunction any infringement of that right.

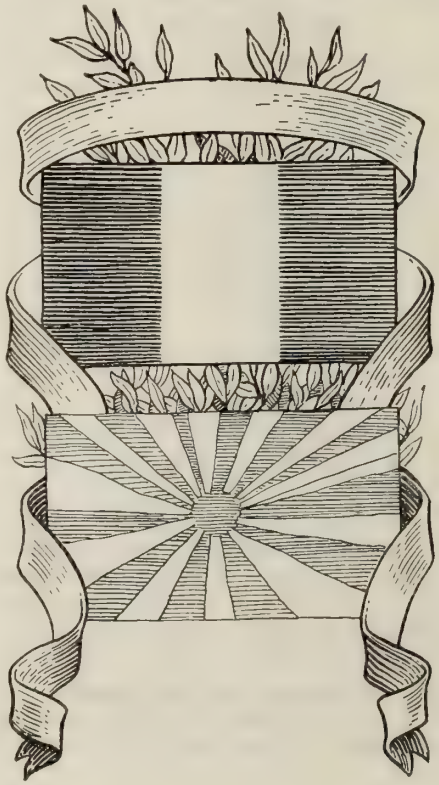
This is not an article on the value of advertising trade marks but a review of some of the legal aspects attaching to trade marks and the manner in which the court deals with alleged infringements of the rights of individuals to the exclusive use of a certain trade mark or name associated with their product and on which they have spent a considerable sum of money for a number of years in building up a reputation.

Trade Mark Should Not Deceive

The real question which the court has to try in a case of alleged infringement of a trade mark is whether what the defendant has done is calculated to deceive or whether there is so much imitation that goods bearing the one mark may readily be mistaken for goods bearing the other and whether a more careful inspection than an ordinary purchaser would be likely to give is necessary to distinguish the mark and appearance of the former goods from those of the latter.

When an action is commenced having for its object the restraint of an alleged unfair competition in trade carried on by means of an employment by another of a trade mark identical or nearly identical with the plaintiff's there must be established in order for the action to be successful the existence of the trade mark, the plaintiff's right to exclusive use therein and the fact of an imitation and the absence of license or acquiescence on the part of the plaintiff.

Where it can be shown that a dealer has imitated an article in his store and offers it for sale as the genuine article, even though he has only made a single



sale, that is sufficient ground for an injunction and the dealer will be restrained from making any further sales.

If the defendant uses a distinct and obvious trade mark on his goods which he is alleged to be passing off as the plaintiff's, and if he states plainly and in clear type that these goods are manufactured by himself, there is a very strong indication that the defendant has no intention of deceiving the public and it is doubtful in such a case if the court would restrain him.

When the defendant has not used the registered trade mark but something to be considered similar to it, the plaintiff has to satisfy the court that the use of this is calculated to deceive. But when the defendant has taken the material and essential part of the plaintiff's trade mark, the burden is upon the defendant then to disprove the probability of deception and not upon the plaintiff.

If the plaintiff cannot prove that the public are deceived or that there is a reasonable probability of deception he has no right to interfere with the use of the name of others. All the court can do is to say that no trader can adopt a trade mark so resembling that of a rival as that the ordinary purchasers purchasing with ordinary caution will be misled.

Purchaser Must Not be Misled

If a purchaser looking at an article offered to him would naturally be led from the mark impressed on it to suppose it to be the production of a rival manufacturer and would purchase it in that belief then the court considers the use of such a mark to be fraudulent. In fact it has been held that if the goods of a manufacturer have from the mark or device he has used become known in the market by a particular name, the adoption by a rival trader of any mark which will cause his goods to bear the same name in the market may be as much a violation of the right of that rival as an actual copy of the device itself.

In an English case of Lever vs. Goodwin, the plantiff's soap was gotten up in a special manner. This was copied by the defendant and the court held that there was a double fraud committed. First: the fraud perpetrated on the ultimate buyer of the goods, and secondly: the fraud perpetrated on the manufacturer who lost part of his trade. In these classes of cases the retail merchant is rarely deceived. He knows as a rule what he is buying, and if there is a fraudulent device he is rarely taken in by it. But in such a case the manufacturer puts an instrument of fraud in the hands of the merchant. The merchant, of course, is not liable for selling the goods but it has often been argued that he is

liable and that the manufacturer should not be held liable for the fraud of the merchant or his salesmen. That is not the correct view of the case. The question to be decided is whether the defendants have or have not knowingly put into the hands of the retail dealer the means of deceiving the public.

Where the goods of one manufacturer are so arranged as to resemble those of others engaged in the same trade as, for example, starch put up in packets of a certain color and appearance, the similarity common to all does not of itself expose the manufacturer to an action. But it makes it incumbent upon him to see that his distinguishing mark is really distinguishing and where a manufacturer has been in the habit of packing or putting up his goods in a peculiar or distinctive manner he will be entitled to restrain another from imitating his packages.

The court has held that the firm name "Cut Rate Store" as applied to a retail business is merely a descriptive term in common use which will not be enjoined against a person subsequently using the same term in a similar business adjacently located.

A trade mark is only a "badge of identification." It may be equally wrong to imitate a trade name or the appearance of goods so as to pass off the goods as those of another.

Descriptive Words Not Registrable

A very interesting case arose in 1916. The Bowker Fertilizer Co. sought to have the words "Sure-Crop" registered. The Commissioner of Patents refused to register the words on the ground of an existing trade mark of the words "Shur-Crop" registered by Gunns, Ltd. The court held that the words "Shur-Crop" or "Sur-Crop" as applied to fertilizers were ordinary descriptive words of the quality of the article and incapable of acquiring a secondary meaning and not registrable as a valid trade mark. They therefore upheld the ruling of the Commissioner of Patents and ordered the Trade Mark "Shur-Crop" to be expunged from the register.

In the Bowker case the company had sold their goods for years, both in American and Canadian markets, before the other company commenced the sale of their fertilizer under the name of "Shur-Crop" and they had spent thousands of dollars in advertising.

In the case of Horlick's Malted Milk, the trade mark had been in actual use and the user had been such as to render it distinctive. Food products bearing as a conspicuous identifying feature the word "Horlick" have been sold in the U.S. and Great Britain and the Colonies for over 40 years and the cost of advertising the name was more than a half a million dollars. It was held in this case that a trade mark when uncommon and distinctive from long usage is registerable as a trade mark under the Canada Trade Mark and Design Act R.S.C., 1906, Chapter 71.

Under the practice which has grown up, many registrations of names have been made such as Beecham's" for pills; "Winchester" for rifles; "Yale" for locks; "Kohler" for bath room fixtures; "Mueller" for plumbing fixtures; "Pears" for soap; "Oliver" for plows, and "Stafford's" for writing inks, etc. The courts have held that these names have become adopted to distinguish the goods of one particular maker and that a serious injustice would be done not compensated by any advantage to the public if they were not allowed to register these names.

An Action Lost by Plaintiff

Another interesting case was decided by our courts last year, this was the case of Prest-O-Lite vs. People's Gas Supply Co. The Prest-O-Lite Co. manufacture tanks for the storage of acetylene gas and were proprietors of the trade mark "Prest-O-Lite" which was embossed on each tank. The People's Gas Co. manufacture acetylene gas and purchased tanks and charged them with gas which they sold or exchanged. They covered the trade mark of the Prest-O-Light Co. with a label fixed to the tank by shellac which could only be removed by scraping with a knife or other sharp instrument. In an action by the Prest-O-Lite Co. for an infringement of their trade mark the court held that the action must fail and that the People's Gas Co. did all they could reasonably be expected to do to prevent any prejudicial use of the trade mark.

The Criminal Code prohibits trading without the consent of the owner in bottles which have upon them the trade mark or name of another person and this has been held wide enough to cover trading in bottles to which the name of the owner is affixed by means of paper labels. As far as I know this is the only prohibition with respect to trade marks under the Criminal Code.

The court rarely, if ever, gives pecuniary damages. They will restrain by injunction and in isolated cases they have awarded small damages. The difficulty of fixing the amount is largely responsible for the small number of these cases.

Interesting Origin of Some Trade Marks

Some Have a Story Connected, or an Interesting Association of Ideas—How Many Marks Were Derived—Often Better Known Than Firm Name

HE practically universal adoption of some form of trade mark for all kinds of manufactured goods indicates fairly satisfactorily that there is a very general belief in such marks as actual selling agencies.

Manufacturers for many years have been feeling their way toward some distinguishing mark for their goods, and to this end have evolved the trade mark. It has invariably been the manufacturers, who were jealous of the name of their goods, who have been instrumental in developing their trade marks. They have been desirous of getting some badge or token or mark that would set their goods apart from similar makes. It has been their aim to make quality count for something in the manufacture of their goods. They did not want to lose the advantage secured through the excellence of their products, hence they needed some easy and handy way of having their goods identified. The name of the company itself would perhaps have been sufficient for this purpose, but in many instances the purchaser will forget the name of a particular maker, especially if the name of the company be a long one.

The trade mark occupies much the same position as a slogan. People do not forget it once they have come to recognize it through its quality and value. A trade mark is a simple method of helping them to identify the goods. A trade mark will often stick where the name of the company cannot be recalled.

There is very often an interesting story in the history of the origination of some particular trade mark. Such is the case with many trade-marked lines sold to the grocery trade. Some of these histories are given herewith:

* * *

MAKING A PRODUCT TO FIT A NAME

"Riteshape" is the trade mark and trade name which identifies a line of wooden dishes or bulk food containers made by the Oval Wood Dish Company, Inc., of Tupper Lake, N.Y.

The Oval Wood Dish Company had been making butter dishes for about 25 years, when one day the manager of a big New York grocery said to Riley Sweers, the sales agent of the company: "Why don't you fellows give us a real dish, something that will make a neat economical package and maintain the class of the goods that we put into it?"



"What's the matter with the old dish?" asked Mr. Sweers.

"Oh, a lot of things," said the grocer. "It doesn't tie up well; it isn't strong enough; there are not enough sizes and, worst of all, it isn't the right shape. Can't you make a dish like a box?"

So Mr. Sweers went back to the factory. For weeks experimental dishes were made and samples sent to retailers. Their criticisms and suggestions were embodied in other experimental dishes.

One day Mr. Sweers walked into the store first mentioned. He had under his arm a stack of butter dishes, ranging from one-half up to ten pounds—the first ten-pound dish ever produced. The ends of the dishes were almost square. The dish tied up like a box of candy.

"How about the shape?" asked Mr. Sweers.

"Couldn't be improved. It's the 'right shape.' Just what we want."

And so the dish was called the "Rite-shape," the name being spelled as it is to comply with trade mark copyright requirements. It's always printed in Old English type.

* * *

SUGGESTING DEPENDABILITY

"The No-Vary Always-Good" trade mark which features the labels of the No-Vary Products Company, Ltd., Winnipeg, covers a line of standard foods and specialties distributed throughout Western Canada by eleven wholesale jobbers in that market.

NO-VARY

The trade mark "No-Vary" was originated by E. F. Read, president of the No-Vary Products Company, some years ago, to emphasize the fact that the quality of all food products placed upon the market by this organization **never varies.** In short, No-Vary groceries are guaranteed to be "always good."

Retail grocers are given this guarantee by the wholesale jobbers, and in turn are expected to pass the guarantee along to their customers, with the understanding that any package found to contain inferior quality foods will be replaced by the dealer and in turn by the wholesaler. That in short is the real meaning of the "No-Vary" trade mark.

* * *

A DESCRIPTIVE AND EASILY REMEMBERED NAME

"Dandee," the trade mark of the Litster Pure Food Co., Toronto, is pronounced "dandy," with which word it is synonymous, and, therefore, in Canadian phraseology it describes in a single word anything that is perfect.

Many people in expressing their opinion on these goods say "Litster Pure

"Dandee"

Food Co. make dandy goods"; we considered that "Dandee" would be most appropriate, being unable to register the word dandy.

The brand name "Dandee" was adopted mainly because it is descriptive, euphonious and easily remembered by even the smallest child who might be sent to purchase any of the "Dandee" pure food product.

* * *

GIVING A SCOTCH FLAVOR

The "Thistle" brand originally was represented by three thistles. It was adopted as a distinctive Scotch mark by Mr. Austin, the originator and first packer of "Thistle" brand haddies in Canada in 1851.

Mr. Austin came direct from Scotland and cured the goods exactly in the "Scotch way," and he has handed down from father to son the special secrets in curing that has made these such a



favorite. The design originated from the Scotch coat of arms, and that was why it was adopted at that time. It was later on registered at Ottawa as a distinctive mark as applied to "Thistle" haddies.

* * *

SUGGESTING THE FIRM NAME

When deciding on the name Avico for their trade mark the Acme Vinegar Co., Ltd., Winnipeg, chose a word that would be pleasant in sound and yet incorporate the principle behind their products. This trade mark is derived from the firm name, the letter A coming from the word Acme, the letters VI from the word Vinegar, and the last two letters from the word Company. This name is used on all their vinegars, as well as on their beverages, such as raspberry vinegar, black cherry wine and concentrated fruit syrups.

TRADE AVICO MARK
REGISTERED

Another expression which is being used in connection with this firm's goods is "Quality First," their idea being to convey to the trade and public that the Acme Vinegar Company put "quality" before other considerations in the manufacture of their products.

* * *

THE INDIAN NAME FOR THE ROBIN

The name "O-Pee-Chee" is the Indian name for the robin. It appears in Longfellow's song "Hiawatha":

"Do not shoot us, Hiawatha!"
Sang the O-Pee-Chee, the robin;
Sang the blue-bird, the Owaissa,
Do not shoot us, Hiawatha!"

The scene of this piece of poetry is on the shores of Georgian Bay, and in selecting this trade mark, the idea was to have a Canadian name, something that was original and not likely to be used in the same connection by any other firm or individual. We believe that possibly the Indians were the first to make use of gum in the way it is used to-day, and partly for that reason the Indian name was selected. In making the selection of a name as a trade mark, the custom is, we believe, to obtain a large number of



names and make a selection. This was done when the name "O-Pee-Chee" was selected. At the time our trade mark was selected the president of the O-Pee-Chee Gum Company, London, Ont., was especially interested in things pertaining to Indian life, hence his interest in Indian names. This had considerable influence in favoring the adoption of this name as a trade mark.

* * *

"H.P." SAUCE

H.P. sauce was originally manufactured by Garton & Co. before being taken over by the Midland Vinegar Company, Birmingham, England.

When the idea of making a "thick" sauce at a popular price was decided upon, twenty different samples of blends

H.P.

of sauce were made, and were given to each of the salesmen, who submitted these to their different customers to taste. These twenty blends of sauce were reduced by public decision to the final one, which is now made under **"H.P." Sauce.**

The name came about by the suggestion of a man who was tasting the samples of sauce, and who stated that the sauce was good enough for the members of the Houses of Parliament, and as it was adopted as a thick sauce for use on the table at the Houses of Parliament, "H.P." was adopted for its name and the trade mark was registered as the **"Houses of Parliament Sauce."**

* * *

A SNOWFLAKE IN APPEARANCE

S. F. Lawrason & Co., London, Ont. manufacturers, give the following account of the adoption of the word Snowflake as their trade mark:—Meaning of Snowflake is whiteness, purity, fluffiness. The idea originated from the fact that snowflake ammonia is snow-white and fluffy like snow. It was adopted because it was a word easily pronounced and remembered, and one that stands for purity and quality.

* * *

WHITE STAR EXEMPLIFIES PURNTY

The white star was adopted by the White Star Manufacturing Co., Winnipeg, as their trade mark over twenty

seven years ago. The idea behind it was purity, the manufacturers priding themselves on the purity of their goods. It will be found on the following lines made by the White Star Manufacturing Co.:—Baking powder, yeast cakes, tea, coffee,



spices, extracts, pickles, vinegar, fruit syrups, etc.

* * *

A NAME FOR A BEVERAGE

Coca Cola was the name decided upon for the new beverage when in 1886 it was originated in Atlanta, Georgia. That year 26 gallons of the beverage were manufactured. The name was easily



pronounced, and one that would naturally catch the public favor, also it suggested something of the character of the beverage. Since the early days the business has become of nation-wide scope.

* * *

3X MEANS QUALITY

The origin of our 3X of margarine was simply based upon the prominent use of X's in signifying superior quality in the United States. These were applied to many commodities, and since our 3X margarine was originally prepared for some special trade requiring a super-quality it was decided to use XXX, which later was made more simple by using 3X. A high standard was maintained in these products to keep them in line with the trade mark chosen. The



line was first introduced in the New England States, but has since been largely distributed in other localities.

Drastic Regulation to Conserve Wheat

Dealers Must Sell One Pound Substitute With Every Two Pounds of Standard Flour or Endanger License—Bakers and All Users of Flour Must Use One Pound in Nine of Substitute July 1, and Heavier Percentage Later

THE Canada Food Board has issued an order requiring bakers, confectioners, public eating houses, and private householders to use a certain amount of wheat flour substitutes in making bread and all other bakery products. A previous order dealt with the use of substitutes in making cake, pastry, etc., but the present order deals more specifically with the making of bread in the bakeshop and home.

Order Operative July 1

The order provides that on and after July 1 bakers, confectioners and public eating places, in making any bakery product in which the use of substitutes in certain definite proportions is not prescribed by previous orders of the Food Board, must use one pound of substitutes to every nine pounds of standard wheat flour. Similarly, persons baking for private consumption any product in which white or standard flour is used must use not less than one pound of substitutes to every nine pounds of white or standard wheat flour.

Proportion One to Four on July 15

On and after July 15th this proportion, so far as places east of Port Arthur are concerned, must be increased to one pound of substitutes to every four pounds of white or standard wheat flour. Quantities of substitutes available west of Port Arthur are at present too uncertain to allow of a date being named for an increase equal to that required for Eastern Canada, but such increase will be made just as soon as the available supply of substitutes in Western Canada warrants.

Merchants Compelled to Stock Substitutes

On and after July 15th no licensed dealer may legally have in his possession for sale any wheat or standard flour unless he also has at all times a sufficient stock of substitutes to meet the demands of his customers at reasonable prices.

Persons at points east of, but not including Port Arthur, must purchase substitutes in the proportion of not less than one pound of substitutes to two pounds of wheat or standard flour, while persons west of and including Port Arthur must buy not less than one pound of substitutes to four pounds of wheat or standard flour. Dealers are forbidden, on and after July 15th, to sell flour unless substitutes in the proportion stated, or to a greater proportion, are purchased.

Must be Labeled Victory Bread

On and after July 15th every baker must place on each loaf of bread a label or sticker bearing his name and address, and the words "Victory Bread." The latter expression will be a guarantee that the prescribed amount of substitutes for standard wheat flour required by the Canada Food Board have been used in making the loaf. Bread which does not bear such label or sticker may be seized and forfeited to his Majesty.

The list of wheat flour substitutes includes bran, shorts, cornflour, cornmeal, edible cornstarch, hominy, corn grits, barley flour, oat flour, rolled oats, oatmeal, rice, rice flour, buckwheat flour, potato flour, tapioca flour, rye flour, and rye meal. Potatoes may also be used, but on account of their high moisture content, four pounds of potatoes must be taken as the equivalent of one pound of the substitutes required.

It is expected that the substitutes used will vary with the locality. Bakers are advised to use substitutes locally produced, where possible, in order that they may obtain them at the lowest cost and with the least transportation. Bran and shorts are included in the list of substitutes, and it is important for bakers to understand that graham and whole wheat bread must contain at least the specified amounts of these constituents stated in the order. If desired, a portion of the bran and shorts may be replaced by any of the other substitutes.

Particular attention should be paid to clause 11 in the new order, in which the right to make a sole loaf is withdrawn, and where all bread is to be baked in pans, the pans to be at least 1½ inches in depth, and when batched together are to entirely fill the pan. This change was made necessary owing to the many attempts at evasion of the old rule.

May Not Sell Products Made Without Substitutes

The order makes it an offence for any person to sell or have in his possession any bread, rolls, pastry or any other product in which white or standard flour is used, which does not conform to the requirements of the Food Board. The penalty for violations of the new regulations is a fine of not less than $100 and up to $1,000, or imprisonment for a period of three months, or both fine and imprisonment.

Manitoba R.M.A. Convention

Good Attendance of Members and Some Outstanding Addresses — Great Enthusiasm Displayed—Many Important Matters Under Consideration

THE annual convention of the Manitoba Branch of the Retail Merchants' Association was held in Winnipeg last week, with a large attendance of merchants from all parts of the province. There was a great array of talent from across the border to address the merchants at their different gatherings, and some addresses were delivered that sent the delegates away with a new enthusiasm and a new outlook on the problems they are compelled to face.

At the opening session an address of welcome was extended by Sir James Aikins, who praised the work of the organization and expressed his pleasure at being able to speak to such a body of men as the Retail Merchants' Association.

Sir James' address was followed by the annual reports of the provincial officers. J. W. Kelly, president, outlined the activities of the association for the past year.

PRESIDENT'S ADDRESS

There are greater problems facing us today in the conduct of our business than in any previous generation. Not the least of them is our peculiar position as the point of contact between the mounting costs of all commodities and the consumer. It is in your store and my store where the householder first feels the pinch of every new tax upon his purchasing power. It is a situation pregnant with trouble for the storekeeper who is not alive to the sensibilities of his customers.

Then there are the problems peculiar to each line of business in the curtailment of certain products, the shifting of markets of supply, the uncertainty of deliveries, the changing of quality standards, all of which call for the application of keen business ability and careful finance to meet them to the best advantage. And there is the problem of competition with the big mail order houses. But above all, the chief problem of every retail merchant is to see that he keeps abreast with the great evolution of business. Successful business to-day is the outcome of service. In the race of competition, the prize goes to him who serves the people most. In business, as in every other form of life and endeavor, the elements of construction and destruction are unceasingly at work. Constructions—which is co-operation with one's fellow merchants in upholding the principles of right, and eliminating that which is wrong, and co-operation with one's customers in building and improving one's service and in dealing with them justly.

Destruction—born of suspicion of one's fellow merchant, generating fear and jealousy and malice—the product of dishonesty.

Let us unite in eliminating all business methods that will not stand the test of keen, modern day analysis—methods which will ultimately impair confidence, weaken business integrity and lower its standards. Let us found all our business on honor and integrity, and build with a steadfast application of those principles to our every dealing.

In referring to the work carried on by your Executive Board during our tenure of office, I shall only touch the fringe of a few of the matters which it was our prerogative to deal with, as our secretary will review the year's work in more detail.

I would like to mention a few things, however, which might claim special attention. A Committee on Mutual Fire Insurance has been studying the possibilities of such a service for our members, and a report from that Committee will be laid before the Convention for your consideration.

Re Dominion Board

In regard to the Dominion Board meeting held at Ottawa on April 16th, 17th and 18th, a number of very important matters were dealt with, but these will be brought before the Convention in special reports by Mr. Horace Chevrier and Mr. J. A. Banfield.

THE NEWLY ELECTED OFFICERS

George Markle, president.
A. J. Box, Souris, vice-president.
A. F. Higgins, second vice-president.
T. A. Connell, treasurer.
J. H. Curle, secretary.
J. W. Kelly, C. F. Rannard, Horace Chevrier, J. A. Banfield, and A. F. Higgins, representatives to Dominion Board.

Re Commercial Education

We are quite proud of the progress that has been made in this respect. As some of you may know, in February, 1917, a few of our leading Winnipeg merchants visited the Short Course at Minneapolis, put on by the University of Minnesota, and they were so impressed with the importance of such a course that steps were immediately taken to institute such a course for the merchants of Manitoba.

In July, 1917, representatives of the various commercial bodies of Winnipeg were brought together with the Council of the University of Manitoba with the result that an Advisory Committee on Commercial Education was appointed, and a great many of you know the splendid success which attended their efforts.

I would like to take this opportunity of mentioning the splendid service rendered by some of our members. Mr. G. W. Markle, President of the Winnipeg Branch, and Mr. Fletcher Sparling, General Manager of the Hudson's Bay Co., should receive special thanks for the yeoman service rendered your association in this very important undertaking.

The evening classes throughout the winter of 1917 and 1918 were well attended, and the short course put on in February for the entire membership of the Province was also well patronized considering abnormal conditions. While the work accomplished so far has been highly satisfactory, we are looking forward to very much greater success when the entire membership becomes seized with the importance of this work. Our University should be greatly complimented for the manner in which the work was undertaken.

Re Community Building

Your Board realized the great necessity for the development of community spirit, if we are to retain the rural town and keep the young man and woman satisfied to remain on the farm. One half of the population of Canada live in the cities. The other half mostly dwell there in their mind. This should not be the case in an agricultural country such as ours.

It would be a calamity to our Province if these rural communities should be forced out of existence. Representative retailers, such as Wm. Iverach and H. L. Montgomery have been working with the Social Service Council and representatives of other organizations of the province, with the idea of promoting community work more vigorously under a competent secretary, qualified to unite the people of the rural districts of Manitoba.

We are to hear Mr. D. B. Harkness, the secretary, and Mr. F. H. Middleton, his associate, who will devote his entire time to this department.

Re Taxation

Our association has given a great deal of time and effort towards the adjustment of our present system of taxation, so that there may be that equality which should feature a fair system. The taxation requirements for individuals or firms engaged in trade in Manitoba are not uniform, and so long as that condition exists we must continue to work for a change. We are pleased to say that our association will be represented on the committee being appointed by the Provincial Government, to act as a Board of Enquiry into present methods with a view to receiving a report and recommendations for introduction in our province.

Joint Committee of Commerce and Agriculture

The formation of this Joint Committee has resulted in much good. It has brought the representatives of the farmers' organizations and the commercial interests of the West together in a new way. Many of the problems peculiar to each have been considered and are being solved. We are greatly indebted to Mr. W. T. Devlin who has represented the association on the Joint Committee. The newly-appointed representative, Mr. Wm. Iverach, is a man well-fitted to follow up the work already done by Mr. Devlin.

We sent representatives to the Regina meeting in March, where the question of co-operative trading of farmers' organizations and locals was fully discussed, and a committee suggested for its consideration. I hope that provision will be made for a discussion on this subject during the Convention.

I would like to suggest to our members the great importance of organization, and I take the liberty of quoting from an address given by Mr. L. H. Lewis, vice-president and general manager, Perkins Dry Goods Co.: "The Badge of Sanity is the Ability to Organize."

Organization is the spirit of progress, and the spirit of progress is by far the greatest asset an individual can have. We are living in an age of organized interests, men get together to discuss things and to better conditions. They are doing it in a spirit of progress.

The idea of the brotherhood of men is no idle, empty dream, and this idea of brotherhood is coming about, not through the preaching of ethics of morality, but it is coming about as a matter of self-preservation and because men are learning more and more each day the cleaner and better way of playing the game of life.

The strength of unity is too evident to admit of dispute. Few things do more to retard the natural progress of a business, or of man individually, than lack of harmony—and where there is a lack of harmony there cannot be real co-operation, and since co-operation is the keynote of success, it stands to reason that without it success cannot be achieved.

There are two chief reasons for lack of co-operation: one is that men do not agree on what is best to be done; the other is that selfish motives deceive men into thinking that they can accomplish more and get along better by going it all alone.

The remedy for the first is comparison of views, exchange of ideas, and the establishment of the right idea of thinking in the

minds of all. The remedy for the second is the knowledge that the common good is also the real good of the individual. Selfishness is but another name for ignorance.

I take this opportunity of saying a few words in regard to the sterling qualities of your worthy secretary, Mr. Curle, who has only one aim in life, and that is the betterment of the conditions of the retailers. He is consitent and persistent in the work of the association—in season and out of season, day and night, ever alert to your interests in that tireless energy which few men possess.

J. H. Curle, secretary of the association, spoke in detail of what the association had endeavored to do during the year to assist and protect the merchants of the province. Mr. Curle's report was in brief as follows:

SECRETARY'S REPORT

The activities of the Manitoba Board have been numerous and varied during the past year. Changing conditions have introduced new duties and added many details which required constant and careful attention. New problems have come to those engaged in trade, more particularly to dealers handling foodstuffs. Consequently there were many enquiries, numerous requests for information and co-operation from the sections affected. We have endeavored to serve all such promptly and willingly. Conditions have made it more difficult for the inefficient man to continue in business. In these days, if a fair return is to be had on capital invested, the general management of a retail store must have careful attention and be organized to produce a maximum of efficiency. Food and men will win the war. Merchants have been and are now assisting the Canada Food Board and its representatives in conserving food for overseas, and in promoting the use of substitutes, such as fish for beef and bacon, cornmeal, graham and rye flour for white flour. More men (clerks, bookkeepers and drivers) have volunteered from the retail trade than have enlisted from any other class in the community.

With a view to releasing additional men the "Cash and Carry" system has been adopted by a few. Co-operative deliveries have been introduced in many places and in Winnipeg many of the merchants have reduced their deliveries to one per day over each route. Retail merchants have contributed liberally to the Red Cross, Red Triangle and other Patriotic Funds, and while the war has reduced profits and destroyed the business of some, they are bearing it with good grace. The Publicity Section of the Canada Food Board is receiving hearty co-operation from the divisional representatives and their associates. There has been an earnest desire on the part of the Dominion and Provincial officers of this Association to assist the Government of the Dominion as far as possible to "carry on" at home while our men fight for liberty at the front.

In having the Dominion Secretary, Mr. E. M. Trowern, in office at Ottawa, our Association is favorably situated to render service to the various departments of the Government when such is required, and also guarantees for the retail trade that protection so necessary when legislation is constantly arising which affects some branch of the trade. The service which the Dominion Secretary has rendered all the retail merchants of Canada during this year has never been so fully appreciated nor so well understood by the officers and members. Through consultation with the Canada Food Board and War Trade Board the Inland Revenue Department and Special Committees of the Government with our representative committees he has been able to direct the course of legislative measures so that no injury would be done the retail trade. For example, the minimum fee for licenses to sell food was reduced from ten to two dollars. What does this mean when applied to the Dominion? When a war tax was suggested on certain goods handled by retailers, the Dominion Secretary with his intimate knowledge of the retail trade was of great assistance in reviewing and revising the application of these taxes. Note:—Tea was exempted up to 1,000 lbs., and the tax of 10% was confined to such articles of adornment (jewelry) as were purchased between October 1, 1917, and April 30, 1918, less the sales for the said period. The latter was of great importance to retail jewelers. Permission was obtained whereby firms who were carrying stocks which were unsalable in Canada were allowed to export these woollens to the United States where a ready market was found when the United States entered the war.

Returned soldiers now receive allowance with which to make their own choice of wearing apparel instead of being obliged to accept civilian clothing as formerly granted.

The Dominion Board considered many important questions at their meeting held in Ottawa on April 16, 17 and 18, 1918. One of the most important was the revision of the constitution so as to provide for Eastern and Western Boards and Executive Councils which shall in future constitute the Dominion Board, and the Dominion Executive Council. The Eastern Executive Council shall consist of four representatives, viz., one from Ontario, one from Quebec, one from New Brunswick and one from Nova Scotia and Prince Edward Island (one). The Western Executive Council to consist of one representative from each: British Columbia, Alberta, Saskatchewan and Manitoba. This arrangement provides for more frequent meetings and reduces the expenses of traveling. The expenses of the Dominion office are to be equally divided between the East and the West. The per capita tax of the West is to be placed in the hands of a Western treasurer.

Transient Traders' Act

The Transient Traders' Act and an amendment to the Municipal Act. Transient traders, hawkers, peddlers or anyone taking orders from or selling direct to the consumer is required to secure a license from the Provincial Government and pay $5 for same. Having obtained this license, the holder must report to the proper officer of the municipality in which he desires to trade. The penalty for failure to comply with either of these requirements is fixed at an amount not to exceed $50.00.

The Repair Shops Act

This Act provides that goods left for repair may be sold if not called for by the owner within a reasonable time after they have been left with the dealer. Copies of the Act have been mailed to all members.

The Amendment to the Shops Regulation Act

This amendment provides for the passing of by-laws by municipalities whereby stores carrying groceries, although not grocery stores, shall be required to close at the hour at which grocery stores are required to close.

Amendments to the Act for the Recovery of Small Debts were drafted and presented to the Government. These provided for enlarging the jurisdiction of the magistrates. The Government did not see the wisdom of granting this request until the Act in its present form has been given a fair test.

During the year, while a great deal of time has been devoted to the consideration of Orders-in-Council, the members generally have taken advantage of the special services which the Association offers through the Insurance Department, the Traffic Department, the Credit Department and the Collection Department. The membership of the Manitoba Board as of March 31, 1918, is 1,050. This membership is divided as follows: 516 in Winnipeg and district, and 542 in the country.

During the year the executive held 22 meetings.

The Association regrets to announce the loss of the services of N. B. Henry, provincial organizer, on April 1st, and Mr. R. I. Colquhoun, the city organizer, on May 1st. Both of these gentlemen have been of great value to the organization. The officers have been fortunate in securing the services of Mr. A. R. Ivey and Mr. W. Nicholson, both of whom are now busy on organization work.

As the President has referred to many matters, such as Commercial Education, Community Building, Railway Rates and Classification, and as you will hear reports from the delegates to the Dominion Board meeting, the representatives of the meeting of the Joint Committee of Commerce and Agriculture and a special committee delegated to report on a Mutual Fire Insurance Company, I will not make any reference to these. I believe a very earnest effort has been made by those employed by the Association to give service, to place time and effort on those activities which will bring the largest results to the greatest number engaged in the retail trade.

Thomas C. Knapp Discusses Merchants' Problems

The evening session that followed was one of unusual interest. Thomas C. Knapp of the Sheldon School, Chicago, was the speaker of the evening. He dealt with the problem that is facing the merchant to-day. Mr. Knapp expressed himself strongly in favor of co-operation among the different elements of the store. "If you are not having buyers' meetings you don't know you're living, and if you're not having employees' meetings you don't know you're awake," declared Mr. Knapp. "The stores of the future will have to make the work of the employees interesting. They will have to instill in them the desire for self-improvement, the desire to become a greater factor in community building."

"Criticism is beneficial," said the speaker. "I like to have people criticize me. Ninety-nine people out of one hundred will slap you on the back and call you a fine fellow and not mean a word of it." He reviewed from his experience numerous instances in which by studying adverse criticism business houses have prospered wonderfully. He advised strongly the weaving of service features into the advertising of stores.

Intensive Salesmanship

The value of teaching intensive salesmanship was emphasized in detail, an instance being cited where by such a course a large firm raised its sales in a single year from 56c to $1. "The day is coming when the customers will demand efficient service. I can't emphasize too strongly the necessity of the employees getting out to see other stores. It is not necessary to go outside the store's personnel to get people to carry on the instructional work in salesmanship. I can go into any store of 500 employees and find 15 or more suitable persons for such work." Mr. Knapp spoke at length upon the need for co-operation and kindred spirit among the staff of a firm and declared that to accomplish this end the management must "give them knowledge in a common sense way and give them at the same time the opportunity for self expression." He told of one store where the superintendent had formerly been fully engaged in firing and hiring employees and where since the inauguration of such salesmanship training and social life among the personnel of the firm, the superintendent now found that he could devote his working hours to constructive business activities.

(Continued on page 40.)

CANADIAN GROCER

MEMBER OF THE ASSOCIATED BUSINESS PAPERS
ESTABLISHED 1886

The Only Weekly Grocer Paper Published in Canada

JOHN BAYNE MACLEAN - - - - - President
H. T. HUNTER - - - - - - Vice-president
H. V. TYRRELL - - - - - General Manager

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UNITED STATES—New York—R. R. Huestis, Room 620, 111 Broadway, New York; Telephone 8971 Rector. Chicago—A. H. Byrne, Room 900, Lytton Bldg., 14 E. Jackson St., Telephone Harrison 1147. Boston—C. L. Morton, Room 733, Old South Bldg.; Telephone Main 1024.

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EDITORIAL BRIEFS

SINCE the United States Food Control Board came into being there have been 800 penalties imposed for the infraction of its regulations. Some of these penalties have been very severe. The outside regulation of trade is at best a necessary evil, but when such regulations are imposed it is only justice that they should be rigorously enforced, otherwise the conscientious observer of these regulations is bound to be penalized for his honesty.

* * *

ALONG with the reports of a bumper Canadian wheat harvest, comes the report issued by the United States Government that the American wheat crop will reach 931,000,000 bushels, an increase of 43 per cent. over last year's harvest. Moreover with a continuance of present weather conditions the prospects might be even more satisfactory, and there is the possibility that the crop might reach a billion bushels. In this way agriculture is winning a great victory in the 1918 campaign.

NO NEED FOR FIXED PRICES

THERE is a rumor from Ottawa that the Department of Agriculture, for reasons best known to themselves, are urging the setting of fixed prices. It is understood that the department of Trade and Commerce is opposed to this move, and it is well known that Mr. Thomson, chairman of the Canada Food Board, is thoroughly convinced that such a move would be ill-advised. Price fixing is not economically sound nor is it necessary, and there is very little likelihood that the Department of Agriculture will be able to impose its will in this regard upon the Government.

In the United States, the Food Control Board has adopted a policy of fixing a margin of profit. This margin has been liberal enough to cause no great hardship to legitimate trade. If any regulation is necessary this would seem to be the sanest method.

WESTERN FARM LANDS HIGH IN PRICE

THE wealth of the farming community in Western Canada and the faith in their future is reflected in the maintenance of the high prices of farm land. A short time ago a sale of school lands was held in Radisson, Sask., for that particular district and out of 211 quarter sections, put up for sale, 131 were sold. Much of this sold as high as $40 an acre, and one quarter section near Kinley, Sask., sold for $61.00 an acre. This represents all raw prairie with no buildings whatever. During the day $45,000 in actual cash was paid in and the total sales amounted to some $500,000. Other sales were held at the same time in Swift Current and Humboldt, where prices were correspondingly high. A correspondent reports that in Radisson they never had any bigger crowd than on this auction sale day. The streets were lined with buggies, wagons, automobiles, etc.

THE DANGER IN REGULATION

THE daily newspapers have been the foremost agents in urging restrictions on the produce and allied trades. By a campaign of misstatements they have inflamed and misled public opinion. Now, apparently, they are awaking to the danger of their course, or is this editorial in the *British Whig,* Kingston, Ont., only one lone voice crying in the wilderness?

"The *Weekly Sun* points out that it is doubtful if ever in recent years such a small quantity of eggs have been stored at this time of year throughout Canada as at the present time. Butter dealers are also hesitating to store any more than sufficient for their visible requirements. It sounds a warning against too strict supervision by the Food Control Board with regard to the storing of foods. It must be admitted that the cold storage plants of the country have a very necessary part to play in maintaining the food supply, and if large stocks of butter, eggs and cheese are not retained here for consumption, prices will be abnormally high when the supply runs low. This condition will occur when the farmer has little to sell. The *Sun* rightly claims that if such a condition comes to pass it would not be fair to charge the farmer with being a profiteer, or a thief or robber. To prevent such a condition it advises the Food Controller not to go to extremes, but to allow cold storage plants to contain a sufficient supply against an evil day."

Current Events in Photograph—No. 26



WOMEN FORESTERS OF ENGLAND

Of all the occupations forestry has generally been regarded as one of the most strenuous, one that required the greatest amount of strength and stamina. In England women have taken up the work. The photo shows the forestry corps of the women's land army are now working at Heathfield, Sussex, tree felling and wood cutting for the supply of telegraph poles and trench supports for Government and army uses.

CANADIAN GOVERNMENT TRANSPORTATION OFFICIAL

A meeting was held last week in the Wreck Commissioner's room in the Shaughnessy Building to discuss transportation schemes to improve shipping conditions for fish, as existing facilities are inadequate. The active demand calls for prompt shipment and delivery to various points, and as this meeting was much interested in the matter real improvement is anticipated in the very near future.

John Taylor, manager of the beef department, and Harry Horton, plant superintendent of Gunn's, Limited, East Toronto, were in Montreal last week.

A. H. Brittain, managing director of the Maritime Fish Corporation, is this week in the Maritime Provinces.

John R. Simpson, sales manager of Chase and Sanborn, Montreal, spent part of last week in the parent office at Boston.

WIFE INCOMPETENT, SAYS WOOLWORTH

Frank W. Woolworth, whose 5 and 10 cent stores have made him many times a millionaire, has applied in New York in the Supreme Court for the appointment of a committee to care for the property of his wife, Mrs. Jennie Woolworth. She has been incompetent for more than two years, he says.

They were married forty-two years ago, just after Mr. Woolworth got a position as clerk in a little store at Watertown, N.Y., at $10 a week. She has been with him constantly during the intervening years, and has seen his income gradually increase—little by little at first—until it began to grow by thousands each year after he met his first great success when he opened his New York City store in 1886.

Mr. Woolworth says in his petition that he asks for the naming of a committee with "very great regret and sadness," it having become a "necessity to report to the court that my wife is, and has been for more than two years, incompetent."

Supporting certificates were filed by two doctors. The physicians say that Mrs. Woolworth's condition is such that she is unable to care for her property. Her mind is almost a blank, the doctors say.

BAN ON PEANUTS REPORTED LIFTED

According to authoritative reports the recent embargo against the import of peanuts has been lifted. It is understood that this change applies not only to stocks in transit but to all importations of peanuts whether in the shell or shelled. Official confirmation of this report was not available at time of going to press, but it is believed that the peanut is of such great importance commercially that it has been thought advisable to withdraw the embargo on this item. According to a recent notification all shipments of nuts in transit at the time the embargo was imposed will be permitted to enter.

NINE MILLION POUNDS OF MEAT A DAY

This is the Daily Record of Meat Provided to the Allied Armies in France —How the Packing Trade is Handling This Demand

The demand for meat to feed the armies in France has reached proportions that are almost unbelievable. We are told that at least one hog out of four raised in America this summer is being sent to the Allies. Shipments of meat are going to them and to the U. S. expeditionary forces at the rate of 15,000 pounds a minute during the ten-hour work-day at eastern ports. That means 9,000,000 pounds a day. One day not many weeks ago, shipping space for a considerable quantity of food became available on a few hours' notice. The Government authorities in Washington wired to Chicago packing concerns to begin shipping meat to seaboard at the rate of 200 cars a day. Such an order had never been dreamed of before. But the packers delivered the goods and kept it up till the Government wired the stop order.

Last month the British Government ordered 250,000,000 pounds of meat to be delivered in three weeks. The final shipments have just been made—well within the time limit.

C. Fred Fawcett, aged thirty-four years, who died recently at his home in Upper Sackville, was one of the largest producers and shippers of potatoes in New Brunswick.

MANITOBA R. M. A. CONVENTION

(Continued from page 37.)

The speaker gave a full account of the training in salesmanship as practiced in a certain United States department store where its introduction has lead to great development and prosperity. Monthly and annual store contests, store reports, standardization, store meetings, educational work, shopping in other stores, a filing system of store problems, annual picnic, civic activities, buyers' personal reports, store manuals for each department and the observance of a distinct code of store practices were some of the points in the programme which the store had carried out.

What the Community Club Can Do

At the morning session on Wednesday H. M. Clark of Lakefield, Minn., who for five years was the secretary of the Lakefield Commercial Club, spoke on the benefits that may be derived by a town from a community club. His subject was "What a Community Club Can Do for Your Town."

He told his hearers that the "Club" is not a theory, but a fact, and has been worked out to the greatest advantage. He declared that what Lakefield has done any other town can do, and be greatly improved by the community spirit.

Merchants of the town, though competitors, are able, by way of the club, to meet one another and unite in common cause for the good of their community. Mr. Clark cited, as an instance, the case in Lakefield. When the "Community Club" was formed, competitive merchants discovered for the first time that they could be friends, and instead of fighting one another, they united to work shoulder to shoulder. The merchants of Lakefield, the speaker stated, are now working in unison.

The "Community Club" in Lakefield, is formed into these 16 committees: Agricultural, publicity, entertainment, schools, good roads, fire prevention, membership, officers, finance, legislative, mercantile, civic improvements, public health, auditing, advertising and purchasing.

Besides co-operation among the townsmen, the farmers are also working with the community and are members of the club on the same basis as the others. A rest room has been established in the Lakefield clubroom for farmers' wives and children. One of the greatest benefits the farmers near Lakefield enjoy, the "Farmers' Exchange," was instituted by the club.

The "Community Club" is out to boost its home town with all its energy, and everyone working together makes it easier for the town to go forward and make the best of progress.

Some Resolutions

The balance of the morning session was taken up by a committee meeting of the resolutions committee composed of: Chairman W. T. Devlin, E. Roberts, A. F. Higgins, J. A. Banfield, C. F. Rannard, of Winnipeg; J. Robertson, Brandon; J. Knight, Basswood; L. H. Clark, Melita; H. W. Reimer, Steinback; J. A. More, Souris; J. J. Wilson, Steep Rock; A. O. Beaudry, South Junction. Among the resolutions that were adopted was one introduced by A. F. Higgins, which stated that it was the opinion of the meeting, after making full inquiries into the subject by a special committee, that the rates charged by the Dominion Government for the carrying of parcels by post are not sufficient to cover the cost of same, and that the executive be instructed to request the government to increase the amount to cover the cost of this service.

This resolution passed.

The Supreme Necessity

"Realizing the supreme necessity of greater production, and in order that our soldiers and those of our allies may have an ample supply of food and munitions, be it resolved that the Retail Merchants of Manitoba place themselves and employees at the disposal of the farmers for the purpose of assisting them in every way possible."

The foregoing resolution was passed unanimously, and copies of it were ordered to be sent to every retailer in the province.

During the morning, A. D. Mann, president of the North Dakota Retail Merchants' Association, a guest of the convention, spoke in an interesting manner of the new regulations in prices in the United States and how they were affecting the trade. Mr. Mann said that the "fair food price" set by the government was the greatest thing that has ever been done in the United States for the grocer. It eliminates all suspicion of profiteering from the retail grocer, he declared, as the cost price of each article to the retailer is published side by side with the cash-and-carry price at which he must sell, and also with the credit and delivery price. Mr. Mann also explained the card system governing the buying and selling of both sugar and flour in North Dakota.

Advertising for the Merchant

F. Pratt Kuhn, manager of A. McKim, Ltd., addressed the convention on the subject, "How to Get the Best Results From Newspaper Advertising."

Mr. Kuhn addressed his remarks mainly to the merchants of small towns who have to write their own advertisements without the help of experts and other aid. One point he especially emphasized was that the printed word is not enough, but the merchant must back up his advertisement with his goods, the appearance of his store and windows, his clerks and the personal attention he gives the customer. He must live up to what he writes, and consequently he will become a much better merchant.

Before making an advertisement, Mr. Kuhn advised his hearers to analyse their store, their territory and competition, and to meet the requirements of their customers. He spoke about the appearance of printed advertisements, which should attract the attention and interest of the prospective customers. The speaker stated that the printed word creates a desire to buy and a readiness to accept what is offered, but other things were necessary. Windows should be trimmed in a way to co-operate with the advertising campaign.

There was no better an advertisement than the word of mouth which comes from the satisfied people, and if the merchant lives up to his advertisement and gives his customers satisfaction the news will spread and he will in that way gain patrons.

Banquet to Three Hundred

The banquet held on Wednesday evening was an unqualified success. There were about three hundred guests present, and a number of prominent speakers were present.

Geo. W. Markle, president elect of the association, followed the only toast, that to "The King." Mr. Markle warmly welcomed the United States visitors at the convention. F. P. Mann, president of the North Dakota Retail Merchants' Association, declared in his address "the chief business my association now has in hand is the winning of this war." Mr. Mann then vigorously attacked the mail order business, which, he declared, would, if not beaten "at its own game of advertising," ruin the rural districts. He said that in his state the local merchants now lose one-third, or nearly ten million dollars of the business every year to the mail order men. More frequent change in advertising and more snappy copy were two of the means he advised to fight this competitor.

H. M. Clark, of Lakefield, Minn., spoke on the spirit which is abroad in the United States at war and voiced the assurance to Canadians that his countrymen are "in it to a finish."

Alexander Karr, of Jamestown, N.D., also spoke of America's purposes in the war, and declared that when the struggle is over and the world is made free by Anglo-Saxon arms and Anglo-Saxon blood, "We shall not be two people. We are not two people. We are one."

The Value of Tact in Business

Thomas A. Knapp, of Chicago, related some pointed anecdotes and told of the value of tact in business life.

The Need of Food Conservation

F. W. Stewart, chairman of the publicity section, Canada Food Board, described the work of the board, its personnel, and thanked the merchants for their co-operation through their newspaper advertising "educational phrases" and through their personal assistance.

Mr. Abraham, the final speaker, gave a vigorous appeal for the support of food conservation.

Tuesday morning's session was devoted to routine business largely. Harold Chevrier, Dominion president of the association addressed the convention on the subject, "The Bankruptcy Act of Canada." The convention, while not the largest on record owing to the date coinciding with the Red Cross week in the province, was one of the most interesting and helpful ever held by the association.

CURRENT NEWS OF THE WEEK

Canadian Grocer Will Appreciate Items of News from Readers for This Page

Maritime

Heavy frosts during the week of June 17-22 did considerable damage to crops throughout New Brunswick.

Beef is scarce in New Brunswick, local supplies being practically nil and western importation low. At fifty cents per pound steaks are higher than ever before.

Narcisse Leblanc, who died at Shediac, N.B., at the age of fifty-nine years, had been a traveller for the T. H. Estabrooks Co. Ltd., for fifteen years, until failing health caused his retirement two years ago.

Grocers and confectioners are having difficulty in securing sufficient quantities of penny goods. Owing to Food Board restrictions and trade conditions, local factories are not supplying usual quantity and, for first time in many years, considerable stocks are being brought in from upper Canadian cities.

A new starch factory has been opened at Hartland, N.S., and is already turning out large stocks of starch. The new industry will prove a boon to the farmers in this section of the province. A farmer may now sell his entire crop, since starch factories generally utilize the small ungraded potatoes—the culls from the fields. And should the table stock go flat he has still a loop-hole of safety at the starch factory.

Quebec

Irving Fitzpatrick, secretary of the Knickerbocker Mills Co., 154-156 Chambers St., New York, was in Montreal last week.

Montreal teamsters are out for more money. They want $3.50 per day, which represents a demanded increase of 75 cents. However, arrangements were made to continue work on the present basis of $2.75 until full reports are made to the Union.

Several Montreal bakers were charged with conspiracy to force others in the same line of trade to boost their prices to a schedule figured out by them. Seven of them appeared in court on a definite charge and after appearing before the court they were remanded until Friday, the 28th, bail being fixed at $1,000 each.

W. A. Sadler, sales manager for the Canada Starch Co., returned after an extended trip to Western Canada points. Mr. Sadler stated to CANADIAN GROCER that the rains reported the last few days from various points would serve to make the crop outlook much better as everything had progressed well in most points.

Ontario

Joseph Greenwood, Hamilton, has sold out.



Col. Chas. C. Bennett and his son were decorated recently at Buckingham Palace by King George on the same day. Col. Bennett was, some twenty years ago, office manager for Eby-Blain. Limited, wholesale grocers, Toronto. He left Toronto to go to Vancouver, and ever since has taken a keen interest in affairs military. It is probably a unique incident so far as the present war is concerned that father and son should receive such honorable distinction for bravery at the hands of the king on the same day.

M. L. Dobbin, Toronto, has sold to James Graham.

Jas. J. Hamilton, Toronto, has been succeeded by Ernest F. Gilgan.

Dimitroff & Koleff, Port Colborne, Ont., suffered loss by fire.

E. C. Vance & Co., Toronto, are moving from the Stair Building to 3-7 Manning Annex, 24 King St. West.

Bernard Leacy & Co., general store, was one of the sufferers in the recent serious fire in Pembroke.

The head office of St. Williams Fruit Preservers Ltd. has recently been changed from St. Williams, Ont., to Simcoe, Ont.

Elphet Zavitz, who for a number of years conducted a grocery business in Windsor, died recently after a long illness.

John Doerr, an old and highly-respected resident of Bornholm, Logan Township, died recently, after a short illness, in his 71st year. He had been a resident of Bornholm over 30 years. He was a wagon maker by trade, but gave that up years ago, and went into storekeeping.

The Picnic Committee of the Hamilton Retail Grocers' Association has decided to hold its annual picnic on July 17th at Wabasso Park. The 13th Royal Regiment Band will be engaged. The games committee will prepare a list of games, besides water sports, baseball match and baby show, for which valuable prizes will be offered. Jacob Venator is chairman of the committee.

The contract for the erection of the Rock City Tobacco Company's new leaf factory at Leamington has been awarded and building will be begun at once. The new building will be 220 by 50 feet, and will be located on the north side of Ivan street, near the P. M. Railway. One hundred and ten feet of the building will be constructed of concrete and the other 110 feet galvanized iron. The building is to be completed in three months.

Western

S. E. Gahn, Calgary, Alta., has sold out.

The Shaunavon Supply Co., Shaunavon, Sask., have suffered loss by fire.

P. H. Boulet, general store, Dunrea, Man., has sold out.

W. S. Summerfeldt, general store, Court, Sask., has sold out.

A. Holmes & Co., Prince Albert, Sask., have dissolved partnership.

T. M. Mercer, grocer and butcher, of South Vancouver, B.C., is dead.

Fowler & Co., general store, Wetaskiwin, are discontinuing business.

E. W. Jackson, Winnipeg, has sold his grocery and meat business to J. Teeple.

M. Freedman & Son, general store, Scotsguard, Sask., have suffered fire loss.

Brown Bros., general store, Eriksdale, Man., has sold to the Lauder Trading Co.

A. Simpson, general store, Falun, Alta., has been succeeded by I. O. Gibbons.

Gellan & Co., grocers and confectioners, Winnipeg, Man., have sold to E. W. Jackson.

Chester H. Hall, grocer and butcher, Elgin, Sask., has been succeeded by A. Biggins.

Riesenberg Bros., general store, Lockwood, Sask., has been succeeded by B. Cohen.

W. Zollon, general store, Mountain Road, Man., has opened a branch at Bethany, Man.

A. W. Heath, general store, Cartwright, Man., is reported to be moving to Killarney, Man.

G. Van Campenhout, general store, Howell, Sask., has been succeeded by Lafreniere & Co.

Anear & Waldron, general store, Tribune, Sask., have been succeeded by Benning & Waldron.

The business conducted by the estate of J. G. Anderson, Edmonton, is being closed. Stock and fixtures are offered for sale.

Stewart Oswald, formerly with the Hudson's Bay Co., Winnipeg, in their wholesale department, and later with W. L. MacKenzie & Co., Regina, has accepted a position with D. H. Bain Co. Ltd., Winnipeg, and is calling on the city wholesale trade and outside points.

The Donald H. Bain Co., Winnipeg, have moved their offices from 115 to 123 Bannatyne Ave., east. Their old building will be used as a warehouse. Bright attractive offices have been opened in the new building.

Checurie & Rolok, general store, Buchanan, Sask., have dissolved partnership. P. Rolok continues the business.

INGERSOLL POLICE CHIEF REQUIRES LICENSE FOR SELLERS ON MARKET

Chief Holmes of Ingersoll, Ont., visited the local market and informed all vendors that according to the regulations they would have to obtain a license, for which $2 is charged. The announcement was received with more or less amazement. The chief explained the regulations as he interpreted them, and advised the vendors to make application for licenses without delay.

BORDER CITIES R. M. A. HOLD PICNIC

Merchants of Windsor, Walkerville, Ford and Sandwich, Ont., Enjoy Outing

The first annual picnic of the Retail Merchants' Association of the border cities was held at Bob-Lo recently, and was a great success. It is estimated by the officers of the association that 5,000 people were present from Windsor, Walkerville, Ford City and Sandwich, Ont. The weather was all that could be hoped for, and the lengthy programme of sports was carried out in full.

The picnic committee consisted of: T. J. McConnell, A. J. McLean, H. L. Pratt, J. R. Hewer, T. C. Ray, D. J. Adams, O. Desrosiers, H. Plante, D. Duchene, H. J. Neal, C. H. Smith, A. B. Peddie, Harry Crouchman and W. J. Cherney. Messrs. Peddie, Ray and L. Leatherdale were the judges of the sporting events, while Mr. W. J. Cherney was the starter of the races. The feature of the programme was the baseball game betwee the employers and the employees. The latter won by a score of 14-5 in five innings. Many members of the employees' team were men who have taken an important part in sports in the city, and the employers candidly admitted that they did not have a chance.

CANORA, SASK., REVIVES BOARD OF TRADE

A number of citizens of Canora, Sask., met recently and revived the Board of Trade of the town that has lain dormant for two years. The officers were elected as follows: President, Norman McKay; 1st Vice-President, D. Hall Sutherland; 2nd Vice-President, A. G. Graham; Secretary-Treasurer, A. R. G. Bomford; Executive Council, J. D. Robertson, Dr. R. A. Dick, R. H. Brownridge, S. Cohen, Martin Fyhri, Geo. Wiseman, R. E. Drennan, L. Cuthbert, and E. B. Ramsay.

MERCHANTS' ASSOCIATION TO CAMPAIGN AGAINST PILFERING

The Merchants' Association of Montreal is the name of a new organization just formed. Its object is to take energetic means in stopping pilfering and shoplifting. The association will take the public into its confidence and ask their co-operation in making its efforts successful. A strong executive and also an investigation committee have been appointed and application for membership may now be made.



S. B. TRAINER,
Secretary-Treasurer of the Canada Milk Products Company, who was recently elected President of the Toronto Advertising Club.

COURT CASE OVER POTATO SALE

Mr. Justice Guerin rendered judgment yesterday afternoon in the Superior Court quashing the sale of 575 sacks of potatoes made by P. Pelletier to P. St. Jean and others. J. E. Pelletier had the potatoes stored in a cellar on St. Sulpice street, and during his temporary absence from the city, Phillippe Pelletier sold them to St. Jean and his associates. As the defendants could not return the goods, they were ordered to pay the value, $575, plus interest on the sum from December 5, 1916, and the costs of the action.

DRIED AND CANNED FRUITS COMPETING

Reports from Fresno, California, indicate that there is more or less danger of a shortage of fruit in the hands of the dried fruit packer, by reason of the fact that canners were left free to sell their product at any price they chose, in consequence of which they are reported buying fruit from the growers at any price demanded and undermining the dryers and packers seriously as to their supply.

MOVIE MACHINE EXPOSES LEAKS

(Continued from page 31.)

store to surpassing success following the visit of an expert in store systematizing who up-built again the confidence of banker and wholesaler in the tottering structure of J. White's good business ability sadly undermined as it was by these preventable losses. The result was the installation through renewed credit of a proper business system, the release of the merchant from drudgery and despair, the renovation of the store, the renewal of custom, and the enthusiasm and vigor of happy ambitious clerks anxious to maintain the reputation of their house for real service.

Presiding over the gathering on Monday evening was D. W. Clark, president of the Toronto branch R. A. M. A cordial vote of thanks was given the lecturer of the evening. Mr. Brennan will be giving his lecture in Hamilton, London, Montreal, etc., and later will go to Western Canada.

BUSINESS ACTIVE IN B. C.

T. J. Groth, representing Oppenheimer Bros., Ltd., manufacturers' agents, Vancouver, Victoria, and Prince Rupert, B.C., is in the East on a business trip. He has been visiting some of his firm's principals in Ontario, including J. T. Lipton, Toronto; Dominion Canners, Ltd., Hamilton; Canadian Salt Co., Windsor, etc., and will spend some time in Montreal, New York and other centres before returning West. Mr. Groth reports to CANADIAN GROCER business in general is quite active in British Columbia, due a good deal to the shipbuilding industry, shipping, etc.

TRADE REPRESENTED ON ADVERTISING CLUB EXECUTIVE

The grocery trade and allied interests were well represented on the newly-appointed executive of the Toronto Advertising Club. Among the names that will be familiar to the trade are S. B. Trainer, secretary-treaurer of the Can-Trainer, secretary-treasurer of the Can-elected president, F. E. Robson, secretary-treasurer of the Loblaw stores, and C. A. Matson, manager of the Cocoa Cola Company, Toronto.

FORCE OF HABIT

"That new recruit must have been a bookkeeper."

"Why so?"

"I just noticed him trying to put his bayonet behind his ears."

WEEKLY GROCERY MARKET REPORTS

Statements From Buying Centres

THE MARKETS AT A GLANCE

THE regulations just issued by the Food Control Board, with the purpose of conserving the supply of available wheat flour will have a most marked effect on the sale of substitute lines. Under these regulations the merchant is required to have on stock sufficient supplies to meet all demands, and to sell in the proportion of one pound of substitute flour for every two pounds of wheat or standard flour sold. This will involve a very much heavier stocking of many of these substitute lines than has been the case in the past, and will unquestionably mean quite a drain on present stocks.

MONTREAL—Trade is somewhat quieter, and this is quite to be expected after an active season extending well into the beginning of summer. There is no complaint as to the demand for staple lines and canned goods, dried fruits, rice, tapioca and preserving supplies have been quite active. The sugar supply has so improved as to make a better outlook for the near future. Nut markets are soaring weekly, and supplies becoming shorter. Several revisions were made in the price of cereals, most of these of a lowering nature. Rye flour took a decline in sympathy with a lower price asked for competing grades from the States. Among the advances made are those affecting spices, mustard, candied peels, prunes, fruit jars, infant food, soda bi-carb, nuts and laundry blue. The greatest trouble is that experienced in getting supplies forward.

TORONTO—The sugar market is not quite as easy as it was last week. Some refiners have fallen somewhat behind on their orders, and as a result there has been a heavier burden thrown on those refiners having stocks to sell. This has resulted in a temporary scarcity. It is not, however, the result of any primary market conditions, stocks of raws arriving with fair regularity. There is no danger of any real scarcity developing at the present, and probably the present situation will be easier again during the week.

Molasses stocks are scarce and show a stronger tone. These conditions are due almost entirely to the transportation situation. Sailing ships are being brought into use in transporting the molasses output of the Barbadoes, these being the only tonnage available.

Quotations on spices show no marked changes during the week, but there is a steadily strengthening feeling in regard to these, owing to scanty stocks. At present the business is strictly of a hand-to-mouth character, no surplus stocks being available.

There is a report current that peanuts have been removed from the list of embargoed goods. If this report is correct it will be of considerable interest, as good supplies of Japanese and Chinese peanuts are offering at very moderate figures. Other nuts are advancing very sharply. Only those shipments on order prior to the embargo have been licensed, and there is no surety of any further supplies.

The fruit market is active. California deciduous fruit is arriving, mixed cars of apricots, peaches and plums having been received during the week. Canadian strawberries, too, are beginning to arrive on the market.

Tomatoes are arriving from Tennessee in very good condition. Mississippi and Texas tomatoes are about finished. Local stocks are beginning to arrive from the Leamington section, though it will be a week or more before there is a brisk shipment from this source.

WINNIPEG—There is an indication on the market here that higher prices are to be expected on rice. Buying during the week, however, did not seem to be unusually brisk.

The demand for canned goods has been brisk during the week. Pineapple is off the market and will probably remain so till the latter part of July, when new stocks will be available. There is expected to be a slight advance in the prices for these goods.

In coffee there is a very limited trade. Importers are finding a great deal of difficulty in getting supplies. Rio grades are fairly scarce, but despite these facts importers do not anticipate any shortage on the market.

It is expected that the prices on new jam will be named soon, possibly next week. The general impression is that these prices will show a considerable advance over former prices.

Olive oil is now almost entirely off the market. Embargoes preventing its export from European countries of production make it next to impossible to obtain supplies, and there is a strong probability that in the near future the market will be entirely bare.

QUEBEC MARKETS

MONTREAL, June 26.—There are a number of changes this week, mostly of an advancing nature. For the most part business is settling down to a more prescribed basis, and there will probably be less activity in many lines for a few weeks. Reference to the market summary on the preceding page will outline the affected lines on which changes were made.

Bi-carbonate of Soda Infants' Food Up

Montreal.

SODA, INFANTS' FOOD, MUSHROOMS.—Advances are made this week in soda bicarbonate, this being 25c per keg of 112 pounds, and the new quotation being $4.50. Christie's infant food also is marked up 10c to $4. The recent advance in the price of hotel mushrooms is followed by a further advance of 2c per tin to 54-55c each.

Mustard Prices Up; Blue Prices Named

Montreal.

MUSTARD, BLUES.—Advances are made this week in the price of mustard. These appear in the proprietary list elsewhere, and are as follows:—Quarter-lb. tins, doz., $2.40; ½-lb., $4.50, and 1-lb., $9. Laundry blues also are announced, there having been no quotations on these for some time. Keen's Oxford is 22c per lb., and in cases of twelve 12-lb. boxes the price is 21½c.

Fruit Jars Higher Mineral Water, Too

Montreal.

FRUIT JARS, MINERAL WATER.—An advance is made here in the price of fruit jars and aggregates $1 per gross all around. Pints are now $11.50 per gross for Imperial Gem and Crown; quarts, $12, and half-gallons, $15. Perfect seal are for these respective sizes, $12.50, $13 and $17.25. Celestine mineral (Vichy) water is up $1 per case to $14.25, cases containing 50 bottles. The advance is attributed to the increased cost for containers.

Insurance Risk Will Not Advance Sugar

Montreal.

SUGAR.—While the advance made on account of war risk insurance in the States will naturally affect the price to the refiner of his supplies of raw sugar, it is generally expressed to CANADIAN GROCER by the refineries that there will probably be no resultant revision of price. The percentage advance thus made is not a big thing, and for the immediate present no change is looked for. If it is made it will probably be very small. Trading is reported somewhat easier, and jobbers are thought to have better supplies at present than for some time, and will likely be able to meet a reasonable request from the retail trade during coming weeks.

Canned Goods Stocks May Overlap New Packs

Montreal.

CANNED GOODS.—While there may be enough canned goods to meet the new packs as they are put up, the canners do not expect that there will be a great deal left over of what stocks now exist. This would be strengthened as a probability because of the recent passing from jobber to jobber of supplies that were needed, and out of which some had run for the time being. There is a tendency to firm prices for corn, and the recent frosts, as reported from some points in Quebec and the Maritimes, will have a tendency to firm prices on beans as well. All lines are held with a firm undertone ruling.

Request For Beans is Light; Market Dull

Montreal.

BEANS.—Very little movement of beans is taking place. The season is not the most active period, and while supplies of some are plentiful enough, they are not being asked for by the trade. Prices are resting without any revision, although some would sell if orders came to hand in any volume at favorable prices. Quotations rule as follows:

Beans—		
Canadian, hand-picked, bush...	8 50	9 00
Ontario, new crop, 3 to 4 lbs..	8 50	9 00
British Columbia	....	9 00
Brown Beans	....	7 50
Canadian, 4-5 lb. pickers	7 75	8 00
Japanese	8 50	8 75
Yellow Eyes	8 00	8 50
Rangoon beans, per bushel	7 00	7 50
Lima, per lb.	0 19	0 20
Kidney beans	8 00	8 50
Peas, white soup, per bushel	4 50	5 00
Peas, split, new crop, bag 98 lbs.	9 50	10 50
Barley (pot), per bag 98 lbs.	....	6 50
Barley, pearl, per bag 98 lbs.	7 50	8 25

Season's Demand Good For Both Maple Products

Montreal.

MAPLE SUGAR AND SYRUP.—The demand for maple products has been well maintained through the spring months. It has been noted by several that the movement to outside concerns has been considerable, and the shipments going to United States concerns have totalled large in many instances. There has, therefore, never been a large surplus on the market here and prices are fully maintained, with the undertone quite firm.

Maple Product—		
Syrup, 13 lbs. Imp. meas., gal.	1 90	2 00
Syrup, 5-gal. tins, per gal.	....	1 85
8½-lb. tins	1 35	1 45
Sugar, in blocks, per lb.	0 21	0 22

Syrups Are Steady And Molasses Scarce

Montreal.

SYRUPS AND MOLASSES.—There is enough syrup to meet the demand, and yet one refiner of cane syrup states that they have no surplus, the demand using up all they can turn out. The corn syrup sales are probably a little better than they would be were the scarcity of molasses not so marked. Prices hold without change. Molasses is not available in anything like large quantities, because there is neither shipping to bring in big quantities, nor is there the cooperage to contain supplies. As a result the market is very firm and advances are not improbable.

Prunes Are Advanced; Other Dried Fruit Firm

Montreal.

DRIED FRUITS.—Advances are made in prunes this week, and this is very probably the result of the action by the United States Food Administration in making prices as between the growers and packers. The change is from 1½c to 2½c per lb. New drained peels are in the market at very much enhanced prices. There is some demand for certain of the dried fruits and altogether there is a firm undertone.

Apricots—		
Choice	....	0 28
Fancy	....	0 30
Apples (evaporated)	....	0 20
Peaches (fancy)—		
Faced	....	0 19
Choice	....	0 17
12 oz., per pkge.	....	0 16
Pears	....	0 16
Drained Peels (old)—		
Citron	....	....
Lemon	0 27½	0 32
Orange	0 28½	0 34
Drained Peels (new)—		
Lemon	0 40	0 41
Orange	0 42	0 43
Citron	0 47	0 48
Prunes—		
30-40	....	0 19
California, 40-50s	....	0 18
25-lb. cases, 50-60s	0 16½	0 17
60-70s	0 15½	0 16½
70-80s	0 13	0 15½
80-90s	0 11½	0 14
90-100s	0 11	0 13
Oregon, 30-40s	....	0 15½
40-50s	....	0 15½
50-60s	....	0 12¾

Generally Understood Tea Prices Will Hold

Montreal.

TEA.—It is evident that the retailers are convinced that tea prices are very probably as low as they will be this season. As a consequence there has been some inquiry and some booking has been done. The trade cannot be stated as active, however, and at this season of the year this is not a surprising condition. There is some reported activity in the States for old crop teas, and all advices from the Orient tell of the firm position holding there for new crop teas. The more definite position reached on certain freight rates has served to settle the trade across the border down to a more definite basis.

Cocoa and Coffee Move in Routine Way

Montreal.

COCOA AND COFFEE.—The coffee stocks here are ample to take care of the needs for the present time, and in a general consideration of the situation it is thought that there will be enough to meet the requirements. Much depends

upon the shipping. The regulations on the part of the United States Government are likely to have some bearing on the future position here, but these are hard to define, and predictions at this time are not to be encouraged. Prices rule steady, without change, and trading is maintained on a seasonable basis. Cocoa is in demand on a like basis, although this is not heavy. The future of coffee supply, it is thought, will very probably and, in fact, largely depend upon the tonnage available for carrying from the South American producers.

Coffee, Roasted—		
Bogotas, lb.	0 28½	0 32
Jamaica, lb.	0 24	0 28
Java, lb.	0 38	0 41
Maracaibo, lb.	0 27½	0 30
Mexican, lb.	0 24	0 28
Mocha, lb., types	0 33	0 37
Mochas (genuine)	....	....
Rio, lb.	0 22	0 26
Santos, Bourbon, lb.	0 27	0 30
Santos, lb.	0 26	0 29
Cocoa—		
Bulk cocoa (pure)	0 30	0 35
Bulk cocoa (sweet)	....	0 25

Spice Prices are Generally Revised

Montreal.

SPICES.—A very general revision upward has been made in the spice list. This bears out the very definite predictions made in CANADIAN GROCER for the past few weeks, and those who have needed to fill in their stocks have probably done so to some extent ere this. The revisions include white and black peppers, cayenne pepper, cassia, ginger, allspice, mixed spice, cloves, pickling spice. Cream of tartar, which also is scarce, has been moved up, and is firm at 95c to $1. A generally quiet market condition prevails here, and the same is true of markets across the line.

	5 and 10-lb. boxes	
Allspice	0 20	0 22
Cassia	....	0 35
Cassia (pure)	0 35	0 37
Cayenne pepper	**0 28**	**0 35**
Cloves	0 75	0 77
Cream of tartar	0 95	1 00
Ginger	0 30	0 40
Ginger (Cochin or Jamaica)	....	0 30
Mace	**0 80**	**1 00**
Mixed spice	0 30	0 32
Nutmegs	0 45	0 50
Pepper, black	0 42	0 45
Pepper, white	0 48	0 50
Pepper (Cayenne)	0 35	0 37
Pickling spice	0 25	0 27
Paprika	0 45	0 50
Tumeric	**0 21**	**0 23**
Cardamon seed, per lb., bulk	....	**2 00**
Carraway, Dutch, nominal	....	**0 75**
Cinnamon, China, lb.	....	0 30
Cinnamon, per lb.	....	**0 35**
Mustard seed, bulk	....	**0 25**
Celery seed, bulk	....	**0 46**
Shredded cocoanut, in pails	**0 21**	**0 23**
Pimento, whole	0 18	0 20

For spices packed in cartons add 3½ cents a lb. and for spices packed in tin containers add 10 cents per lb.

Good Sale for Fruit But Supply is Scarce

Montreal.

FRUITS.—There is an active demand for fruits, and the greatest difficulty is that of getting supplies forward. Lemons are scarce in particular this week, and the fact of this explains an advance just made to $9 per case. Oranges, too, are very expensive, and as much as $8.50 per case is asked. Montreal strawberries have come on the market, and these are selling at $10 to $11 per case of 54 boxes. Imported cherries are a little easier at $3.50 per box. Active trade is expected from now on, as the fruit season develops.

Apples—		
Ben Davis	3 25	4 00
Russets	4 50	6 50
Nonpareil	5 00	5 50
Boxed apples (all sizes)	2 75	3 00
Bananas (fancy large), bunch	5 00	5 50
Cherries (California), box	....	3 50
Cocoanuts, sack	7 25	8 50
Grape fruit (fancy Jamaicas)	3 25	3 75
Grape fruit (fancy Porto Ricos) 80, 96, 112	....	5 00
Grape fruit (fancy Porto Ricos) 54, 46	....	4 75
Lemons (fancy new Messina)	8 50	9 00
Lemons (choice)	....	7 00
Lemons (California seedless)	....	5 00
Oranges, Valencia lates	7 50	8 50
Oranges, Porto Ricos	....	5 50
Oranges, California navels	7 50	8 00
Oranges, Jamaica	....	6 50
Oranges (bitter)	4 00	5 00
Oranges (Seville, bitter)	....	**5 50**
Oranges (Sorrentoes), 200 size	....	5 00
Pineapples, Cuban (crate)	....	6 00
Pineapples, Florida	....	6 00
Peaches (6-basket)	....	3 50
Strawberries (box) (quarts)	0 30	0 35
Strawberries (Montreal) crate	10 00	11 00
Watermelons (each)	....	0 40

WHAT THE GROCER WILL PAY FOR PRUNES

MONTREAL (Special).—The United States Food Administration having set the prices that the dried fruit packers of California will have to pay the growers for the 1918 crop, it can now be figured pretty closely what the jobber will have to charge the retailer for his requirements. The matter is thus figured out by a large importer from the announced prices, which are as follows:

	In 25-lb. Unfaced Boxes, per lb.
20-30s	0 21¼
30-40s	0 19¼
40-50s	0 18
50-60s	0 16¼
60-70s	0 15½
70-80s	0 15
80-9s	0 13¾
90-100s	0 13

Allowing the packer a fair profit, and after paying freight, duty and war tax, the jobber, in order to come out without making a loss will have to get from the retailer the following prices:

	Per lb. (Bulk Basis)
20-30s	0 15
30-40s	0 10
40-50s	0 09½
50-60s, 60-70s, 70-80s	0 08½
80-90s, 90-100s	0 08

No trading between packers and jobbers is permitted before July 15. The administration has not made it clear if the prices they have set to be paid the growers are the minimum or maximum prices, so that if they are the minimum prices and the crop outlook is not good on July 15 the prices may be considerably higher.

Lower Tomato Prices; Montreal Peas $2.00

Montreal.

VEGETABLES.—The advancing season has at length brought a lower quotation for tomatoes. The appearance of some Montreal grown stock on the market may have something to do with this. They may now be had for $1.90 per box. New Montreal peas are offered at $2 for 20-lb. bags. Asparagus is scarce and some higher, and wax and green beans, cabbage, carrots, turnips, and Texas onions are firmer, while cucumbers and new imported potatoes are easier. New beets, turnips and parsnips are on the market and selling in small bunches at 75c to $1 per dozen. Trade is very active, as the vegetable-eating season seems to have found many patrons among all classes.

Asparagus (doz. bunches)	3 50	4 00
Asparagus, Western Grass (bask.)	....	2 50
Beans, new string (25-lb. Basket)	....	5 00
Beets (60-lb. bag)	....	0 75
Beets, new (hamper)	....	2 25
Beets, new (doz. bunches)	....	1 75
Cauliflower (Montreal), doz.	....	3 00
Cabbage (new), barrel	....	6 50
Cabbage (Baltimore), crate	....	6 00
Carrots (bag)	....	1 25
Carrots (bag)	....	2 00
Celery (Wash.) doz.	....	2 00
Cucumbers (hamper)	....	4 50
Endive (Can.)	....	0 25
Endive (American)	....	0 40
Lettuce, curly (doz.)	0 40	0 50
Lettuce (Montreal), head	....	0 75
Leeks	....	2 50
Mint	....	0 20
Mushrooms, lb.	....	0 90
Onions, red (100-lb. bag)	....	2 00
Onions, spring, doz.	....	1 50
Onions (Texas), No. 1 yellow, cte.	....	3 00
Do., No. 2 white wax (crate)	....	2 75
Do., Silver and Red (crate)	....	3 50
Oyster plant	....	0 75
Parsnips (60-lb. bag)	....	0 75
Parsnips, new (doz. bunches)	....	1 00
Parsley (American)	....	1 00
Parsley (Canadian)	....	0 50
Peas (in hampers)	....	4 00
Peas (Montreal), 20-lb. bag	....	2 00
Potatoes (sweet), per hamper, as to size	2 50	4 00
Potatoes, bag	....	1 40
Potatoes (New Brunswick), bag	....	1 65
Potatoes, new, Florida, bbl.	....	6 50
Romane	....	0 50
Radishes (doz.)	....	0 25
Rhubarb, doz.	0 25	0 35
Spinach, box	....	1 00
Turnips (Montreal), bag	....	3 00
Turnips (Quebec)	....	3 00
Turnips, new (doz. bunches)	....	1 00
Tomatoes (hothouse), lb.	....	0 40
Tomatoes (Mississippi flats), 4-bas.	....	1 90
Watercress (Can.)	....	0 40
Watercress (Amer.)	....	1 00

More Money Asked For Various Nuts

Montreal.

NUTS.—As showing the strength of the nut markets prices have been revised this week, and the advances are from 2½c to 4c per lb. The same are made in view of the shortage that exists, as already pointed out in the columns of CANADIAN GROCER for several weeks. The fact is that some lines will be irreplaceable and no Tarragona or Valencia shelled almonds will be obtainable after present supplies are exhausted. Some jobbers are finding their supply of walnuts near the point of exhaustion already. As a consequence of the shortage price ranges are wider than usual, some jobbers depending upon their stocks for sale at old quotations until they are compelled to replace at the advances asked them by the importer.

Almonds (Tara), per lb.	0 24	0 30
Almonds (shelled)	0 50	0 55
Almonds (Jordan)	....	0 70
Almonds, Valencia, shelled	0 45	0 46
Almonds, soft shelled Tarragonas	0 22½	0 23½
Brazil nuts (new)	0 20	0 25
Brazil nuts (med.)	0 15	0 17
Filberts (Sicily), per lb.	0 22	0 27

Filberts, Barcelona	0 17½	0 18½
Hickory nuts (large and small), lb.	0 10	0 15
Peanuts (roasted)—		
Jumbo, per lb.	0 25	0 26
Fancys, per lb.	0 24	0 25
Extras, per lb.	0 19	0 20
Shelled, No. 1 Spanish	0 18½	0 19½
Shelled, No. 1 Virginia	0 19½	0 20½
Do., No. 2	....	0 14
Pecans (new Jumbo), per lb.	0 28	0 32
Pecans, New Orleans, No. 2	0 21	0 24
Pecans "paper shell," extra large Jumbo	....	0 40
Pecans (shelled)	....	0 80
Walnuts (Grenoble)	0 20	0 23
Walnuts (new Naples)	0 16	0 18
Walnuts (shelled)	0 76	0 82
Walnuts (Marbots), in bags	0 25	0 28

Tapioca and Rice Firm With Fair Supplies

Montreal.

RICE AND TAPIOCA.—The demand for rice is seasonable, and against this supplies are fairly ample. Notwithstanding this there is none too much, some assert, and as a consequence the market is very firm. Looking into the future it is not possible to make predictions, say the importers, for the serious problem of transportation ever looms large in such matters. Tapioca is steady, in fair demand, and is held on a very firm basis unchanged.

Snow (Japanese)	....	10 25
Ice Drips	....	11 25
Carolina	12 50	16 00
"Texas," per 100 lbs.	....	9 50
Patna (good)	8 90	9 40
Siam, No. 3	8 50	9 60
Siam (fancy)	10 25	11 00
Rangoon "B"	8 50	9 50
Rangoon "B," 200-lb. lots	....	7 70
Rangoon CC	8 20	9 25
Mandarin	8 90	10 00
Pickling rice	7 70	8 40
Tapioca, per lb. (seed)	0 15	0 16
Tapioca (Pearl)	0 15'	0 16

Cereal Prices Lower; Also Rye Flour Down

Montreal.

CEREALS.—There is some interest this week in the fact of reductions made on rolled oats, oatmeal, and also on pot and pearl barley. These become immediately effective, and the new quotations may have an effect on trading, which has been quite limited for some of these products. The entrance to the Canadian market of supplies of rye flour has forced the price of this flour substitute to lower price levels, and one distributor is selling at $8 per 98-pound sack. Package goods are held unchanged.

Cornmeal, Pure Gold	....	7 00
Cornmeal (Gold Dust)	6 60	7 00
Barley, pearl	7 50	8 25	8 75
Barley, pot, 98 lbs.	6 00	6 25	6 75
Buckwheat flour, 98 lbs.	....	7 25
Corn flour, 98 lbs.	5 65	6 00	6 50
Rice Four	....	9 00
Hominy grits, 98 lbs.	6 75	8 00
Hominy, pearl, 98 lbs.	7 50	7 75
Oatmeal (standard-granulated and fine)	5 60	6 00	6 40
Peas, Canadian, boilling, bush.	5 00	5 50
Split peas	9 50	11 25
Rolled oats, 90-lb. bags	5 10	5 35
Rolled oats (family pack.), case	5 26	5 60	5 75
Rolled oats (small size), case	....	2 10
Rolled wheat (100-lb. bbls.)	....	6 75
Rye flour, small lots, 98 lbs.	8 00	8 75
Self-raising flour—		
3-lb. pkgs., doz.	....	2 80
6-lb. pkgs., doz.	....	5 50

Note.—Other grades of corn meal may be purchased at special prices.

Some Movement Flour With Feeds Down $9.00

Montreal.

FLOUR AND FEEDS.—There is some improvement noted in the movement of flour. But even at this there is not a great deal of interest, for the supplies are limited to the smallest possible point. Some mills have ceased to mill on their usual scale, and there will be the usual cessation of grinding later on. The feature of the week is that of a reduction by one of the large mills of $9 per ton on barley chop and barley meal. There is a good demand for feeds yet—excessive of the supply indeed, and there will be a good request for this all summer, many assert. Feed oats are quoted at $1.09 per bushel.

War Standard, Graham and Whole Wheat Flours—		
Car lots (on track)	....	10 95
Car lots (delivered), Bakers	....	11 05
Small lots (delivered)	....	11 15
Bran, per ton	....	35 00
Shorts	....	40 00
Crushed oats	64 00	73 00
Barley chop	64 00	76 00
Barleay meal	64 00	77 40
Feed oats, per bushel	....	1 09

ONTARIO MARKETS

TORONTO, June 26.—The market during the week has been of a very quiet character, only minor activity has prevailed in any of the lines quoted, though business has not been bad for the season of the year.

Sugar Situation Shows Little Change

Toronto.

SUGAR.—The situation on sugar during the week has not been quite as easy as it was a week ago. Some refiners are a trifle behind on their orders and as a result there has been a slight stringency in the market. There has been nothing however of a serious nature, and it is only a temporary condition. Stocks of raws are coming forward in reasonable quantities and there has been no marked change in the situation as far as these are concerned. The buying movement has been very irregular, some sections reporting heavy sales while others are exceptionally quiet. There have been no changes in prices during the week.

Atlantic, extra granulated	9 07
St. Lawrence, extra granulated	8 97
Acadia Sugar Refinery, extra granulated	9 07
Can. Sugar Refinery, extra granulated	8 82
Dom. Sugar Refiinery, extra granulated	8 97
Icing sugar, barrels	9 27
Powdered, barrels	9 17

Canada Sugar differentials: 50-lb. sacks, 10c over 100-lb.; 20-lb gunnies, 25c advance; 10-lb. gunnies, 40c advance; 5-lb cartons, 50c advance; 2-lb. cartons, 60c advance. St. Lawrence differentials: In 25-lb. gunnies, 25c over 100 lb.; 20-lb. gunnies, 40c advance; 10-lb. gunnies, 50c advance; 5-lb. gunnies, 60c advance; 5-lb. cartons, 60c advance; 2-lb. cartons, 70c advance. Atlantic differentials: 20-lb. bags, 40c advance over 100 lb.; 10-lb. gunnies, 50c advance; 5-lb. cartons, 50c advance; 2-lb. cartons, 70c advance. Acadia sugar differentials: 20-lb. bags, 35c advance over 100 lbs.; 10-lb gunnies, 45c advance; 5-lb. cartons, 45c advance; 2-lb. cartons, 50c advance. Barrels of granulated and yellow may be had at 5c over above prices, which are for bags. Fancy sugars make a corresponding increase when put up in small packages. No. 1 yellow is 40c per 100 lbs. under granulated, No. 2 yellow is 10c per 100 lbs. under No. 1 yellow, and No. 3 yellow 20c less than No. 1

Opening Figures on Tuna Fish Show 25c Advance

Toronto.

TUNA FISH, FIBRE PAILS, etc.—The opening figures on Tuna fish show an advance of 25c on last year's prices for halves. This would seem to be a reasonable advance in view of the fact that the fish cost $95 a ton against last year's figure of $80 a ton. Fibre pails have advanced to $4.90 a dozen. Huron gallon apples show a slight reduction to $4.75. Durkees salad dressing is selling at $1.95 a dozen. Resin has advanced to 6 cents.

Molasses Stocks Light; Import Prices High

Toronto.

MOLASSES.—There is a very strong feeling indeed in molasses. Quotations on primary markets are unusually high, so much so that some handlers have ceased importing. Stocks on hand are light and prices are strong. Syrups are in fair demand, with no change in prices.

Corn Syrups—		
Barrels, per lb.	....	0 07
Cases, 2-lb. tins, 2 doz. in case	....	4 65
Cases, 5-lb. tins, 1 doz. in case	....	5 20
Half barrels, ¼c over bbls.; ¼ bbls., ½c over bbls.		
Cane Syrups—		
Barrels and half barrels, lb.	0 06	0 08
Cases, 2-lb. tins, 2 doz. in case	5 05	5 25
Molasses—		
Fancy, Barbadoes, barrels	1 05	1 10
Choice Barbadoes, barrels	0 95	1 00
West India, ½ bbls., gal.	....	0 56
West India, No. 10, kegs	....	6 50
West India, No. 5, kegs	....	3 25
Tins, 2-lb., table grade, case 2 doz., Barbadoes	....	4 90
Tins, 3-lb. table grade, case 2 doz., Barbadoes	....	6 75
Tins, 5-lb., 1 doz. to case, Barbadoes	....	5 30
Tins, 10-lb., ½ doz. to case, Barbadoes	....	5 20
Tins, 2-lb., baking grade, case 2 doz.	....	3 50
Tins, 3-lb., baking grade, case of 2 doz.	....	4 60
Tins, 5-lb., baking grade, case of 1 doz.	....	3 90
Tins, 10-lb., baking grade, case of ½ doz.	....	3 75
West Indies, 1½, 48s	....	5 00
West Indies, 2s, 36s	4 00	4 25

Canned Goods Show Few Changes

Toronto.

CANNED GOODS.—There has been quite a marked improvement in the demand for canned goods during the week. Vegetables are moving out fairly well, while fruits are having a fair sale. There were no notable changes in prices during the week.

Following prices on canned goods are general quotations from wholesaler to retailer and not F.O.B. factory prices.

Salmon—		
Sockeye, 1s, doz.	4 00	4 50
Sockeye, ½s, doz.	2 40	2 50
Alaska reds, 1s, doz.	3 75	3 85
Chums, 1-lb. talls	2 35	2 60
Do., ½s, doz.	1 35	1 45

Pinks, 1-lb. talls	2 25	2 60
Do., ½s, doz.	1 35	1 50
Cohoes, ½-lb. tins	1 85	1 90
Cohoes, 1-lb. tins	3 45	3 75
Red springs, 1-lb. talls	3 15	3 65
White springs, 1s, dozen	2 30	2 35
Lobsters, ½-lb., doz.	3 00	3 25
Canned Vegetables—		
Beets, 3s	1 50	2 30
Tomatoes, 2½s	2 50	2 75
Peas, standard	1 95	2 25
Peas, early June	1 95	2 32½
Beans, golden wax, doz.	1 85	2 10
Beans, golden wax, doz.	1 85	2 45
Asparagus tips, doz.	3 55	3 65
Corn, 2s, doz.	2 45	2 65
Pumpkins, 2½s	1 80	2 00
Succotash, No. 1, doz.	2 00	2 35
Pineapples, 2s	2 50	3 25
Cherries, 2s	2 60	2 90
Peaches, 2s	2 10	2 40
Pears, 2s	1 85	2 00
Plums, Lombard, 2s	....	1 75
Plums, Green Gage	1 80	1 95
Strawberries, 2s, H.S.	3 00	3 40
Jam, raspberry, 16 oz., doz.	2 90	3 30
Do., black currant, 16 oz.	2 90	3 30
Do., strawberry, 16 oz.	3 00	3 40
Raspberries, 2s, H.S.	3 00	3 25
Do., raspberry, 4-lb. tin	....	0 85
Do., black currant, 4-lb. tin	0 75	0 83
Do., strawberry, 4-lb. tin	0 84	0 87
Preserved Fruits, Pint Sealers—		
Peaches, pint sealers, doz.	3 40	3 45
Plums, Greengage, doz.	2 40	2 95
Do., Lombard, doz.	2 25	2 90
Do., Blue, doz.	2 25	2 90
Black currants, doz.	....	3 45
Red currants, doz.	....	3 45
Raspberries, doz.	3 50	3 60
Strawberries	3 60	4 40

Dried Fruits Fair Demand; No Price Change

Toronto.

DRIED FRUITS.—There has been a fair market for dried fruits during the past week but nothing of an outstanding nature. Prices remain practically unchanged.

Apples, evaporated, Ontario	0 20	0 21
Do., da., Nova Scotia	0 17	0 18
Apricots, unpitted	....	0 16¾
Do., fancy, 25s	....	0 30
Do., choice, 25s	0 25	0 27
Do., standard, 25s	0 24	0 26
Candied Peels, American—		
Lemon	....	....
Orange	....	....
Citron	....	....
Currants—		
Grecian, per lb.	0 26	0 28
Australians, lb.	0 30	0 35
Dates—		
Excelsior, kgs., 3 doz. in case	6 50	6 75
Dromedary dates, 3 doz. in case	7 50	7 75
Figs—		
Taps, lb.	....	....
Malagas, lb.	....	....
Comadre figs, mats, lb.	0 13	0 14
Cal., 8 oz. pkgs, 20s, case	....	1 80
Cal., 10 oz., 12s, case	....	1 40
Prunes—		
30-40s, per lb., 25's, faced	....	0 18
40-50s, per lbb., 25's, faced	0 17	0 17¼
50-60s, per lb., 25's, faced	0 16	0 16½
60-70s, per lb., 25's, faced	0 14	0 15½
70-80s, per lb., 25's, faced	0 13	0 14
80-90s, per lb., 25's, unfaced	0 12¾	0 13½
90-100s, per lb., 25's, faced	....	0 12
Peaches—		
Standard, 25-lb. box	0 15¾	0 17
Choice, 25-lb. boxes	0 18½	0 19
Fancy, 25-lb. boxes	....	0 22
Practically peeled, 25-lb. boxes	....	0 22
Extra fancy	....	0 23
Raisins—		
California bleached, lb.	0 14	....
Valencia, Cal.	0 10½	0 10¾
Valencia, Spanish	....	....
Seeded, fancy, 1-lb. packets	0 12½	0 13½
Seedless, 12-oz. packets	0 11	0 12½
Seedless, 16-oz. packets	0 14½	0 15
Seedless, bakers, Thompsons, 50s	0 15	0 15½

Tea Market Strong; No Changes in Price

Toronto.

TEA.—There have been no changes in tea during the present week, but the market is in a very strong position. Quotations at primary points show marked strength, and this with the fact that the British Government has taken over 60 per cent. of the Indian crop will result in a very strong future market.

Coffee in Strong Position; Advance Possible

Toronto.

COFFEE.—The embargo imposed on the export of coffee from the United States, while it has been raised to allow 70 per cent. of last year's consumption, is still acting as a limitation to the trade; as this supply will not be equal to the increased demand there is a likelihood of stronger prices. Up to the present, however, there has been no change in prices.

Spices in Firm Market Due to Light Supplies

Toronto.

SPICE.—All spices are held in very limited supply and new stocks are very light so that there is a great probability of a still further stiffening in price. Trade at the present is of a hand-to-mouth character. There has been no change in price during the week.

	Per lb.	
Allspice	0 18	0 20
Cassia	0 33	0 45
Cinnamon	0 45	0 55
Cayenne	0 30	0 35
Cloves	0 70	0 85
Ginger	0 25	0 35
Herbs — sage, thyme, parsley, mint, savory	0 40	0 60
Mace	0 90	1 10

Shelled Filberts, Brazils Show Sharp Advance

Toronto.

NUTS.—The situation in nuts at the present time is one of uncertainty. The market is largely dependent on the interpretation of the licensing clause in the recent embargo against the importation of nuts. At the present time there is a strong feeling in the primary markets. The almond market ahead shows a marked firmness. In walnuts there is little offering and prices at New York are very firm. Shelled filberts have advanced sharply as have also Brazil nuts. Pecans are very firm.

In the Shell—		
Almonds, Tarragonas, lb.	0 21	0 27
Walnuts, Bordeaux	0 25	0 27
Walnuts, Grenobles, lb.	....	....
Walnuts, Manchurian, lb.	....	....
Filberts, lb.	0 19	0 22
Pecans, lb.	....	0 27
Peanuts, Jumbo, roasted	0 24	0 25
Do., Fancy, roasted	0 24	0 25
Brazil nuts, lb.	....	0 17
Cocoanuts, 100s	....	7 50
Shelled—		
Almonds, lb.	0 45	0 55
Filberts, lb.	0 40	0 45
Walnuts, lb.	0 75	0 80
Peanuts, Spanish, lb.	0 18	0 19
Do., Chinese, 30-32 to oz.	....	0 18
Brazil nuts, lb.	0 68	0 75

Little Movement in Beans; Limas Somewhat Easier

Toronto.

BEANS.—There has been very little change in the bean market during the week. Demand has been light and stocks are fairly heavy.

No Change in Rice Price; Demand Strong

Toronto.

RICES.—Receipts during the past week have been light and prices remain firm and unchanged.

Texas, fancy, per 100 lbs.	11 50	12 00
Blue Rose Texas, per 100 lbs.	11 75	12 50
Honduras, fancy, per 100 lbs.	....	13 00
Siam, fancy, per 100 lbs.	....	9 75
Siam, second, per 100 lbs.	....	9 50
Japans, fancy, per 100 lbs.	10 75	11 75
Japans, second, per 100 lbs.	9 50	9 75
Chinese XX, per 100 lbs.	9 00	10 00
Do., Simiu	....	11 50
Do., Mujin, No. 1	....	10 75
Do., Pakling	....	10 25
Tapioca, per lb.	0 14½	0 15

Package Goods Quiet; No Price Changes

Toronto.

PACKAGE GOODS.—The market remains firm on these goods with an average demand. There have been practically no price changes.

Cornflakes, per case	3 90	4 25
Rolled oats, round, family size, 20s	5 75	6 00
Rolled oats, round, regular 18s, case	2 05	2 30
Rolled oats, square, 20s	....	5 85
Shredded wheat, case	....	4 25
Cornstarch, No. 1, pound cartons	....	0 11½
No. 2, pound cartons	....	0 10½
Starch, in 1-lb. cartons	....	0 11½
Laundry starch, in 1-lb. cartons	0 10	0 11½
Do., in 6-lb. tins	....	0 18
Do., in 6-lb. boxes	....	0 18
Do., in 100-lb. kegs	....	0 11

Honey Off Market; No Supplies For Month

Toronto.

MAPLE SYRUP, HONEY.—Honey is practically off the market at present, and there is no likelihood of any change until the new production is available; this will not be before late July or August. Only odd stocks remain in the hands of some wholesalers. There is no change noted in maple syrup.

California Apricots and Canadian Strawberries

Toronto.

FRUIT.—There has been a good movement in fruit during the past week though there have been comparatively few changes in price. Georgia peaches arriving during the week have been of a greatly improved color. Next week the first cars of Belle of Georgia will be arriving. The first car lots of California deciduous fruits arrived on the market this week. They consisted mostly of apricots, with some cherries and early plums; the fruit was of good quality. Oranges arriving at present are showing much better quality. Pineapples have been arriving in very limited quantities; they have been routed by rail from Key West, Florida owing to the submarine danger on the sea route, and as a result some shipments have shown some waste. Canadian berries are beginning to arrive.

Bananas, yellow, bunch	4 00	4 50
Do., per lb.	....	0 07½
Cherries, Cal., box	3 25	4 00

Grapefruit—		
Floridas, 46s, case	....	6 50
Do., 54s, 64s, 126s, 150s	....	6 50
Oranges—		
Valencias—		
96s	....	7 00
100s	....	7 00
126s	....	8 00
150s, 176s, 200s, 216s	8 00	8 50
250s	8 00	8 50
288s	8 00	8 50
324s, 360s	....	7 00
Lemons, Cal., case	11 00	13 00
Do., Verdilla	9 00	9 50
Peaches, Georgia, 6 bask. crate	....	4 75
Pears, Cal., box	....	....
Pineapples—		
Do., Cuban, cs. 24-30s	5 75	6 50
Strawberries—		
quarts	0 25	0 30

Potatoes Advance Sharply on Primary Markets

Toronto.

VEGETABLES.—There is a firmer tone in tomatoes due to the cleaning up in stocks. Mississippi and Texas tomatoes are about off the market, and Tennessee are arriving and are of a good quality. Potatoes have advanced very sharply at all primary points, conditions that will probably be reflected in the market within a few days.

Asparagus, Canadian, basket	2 00	2 50
Artichokes, Cal., doz.	....	1 25
Beans, wax, hamper	3 00	3 75
Do., green, hamper	2 50	2 75
Beets, new, hamper	1 75	2 00
Do., Canadian, doz.	0 40	0 60
Cabbage, Canadian, barrel	....	....
Do., Florida, crates	4 50	5 00
Do., Carolina, crate	4 50	5 00
Do., Mississippi, crate	4 50	5 00
Cantaloupes, standard crate	....	7 00
Do., flat crate	2 75	3 00
Carrots, bag	....	....
Do., new, hamper	1 75	2 00
Cucumbers, hothouse, basket	2 75	3 00
Do., North Carolina, crate	4 75	5 00
Lettuce, leaf, doz. bunches	0 25	0 50
Do., head, doz.	1 00	1 25
Mushrooms, basket	....	3 25
Onions—		
Texas, 50-lb. crate	2 25	2 50
Parsley, doz. bunches	0 85	0 90
Parsley, doz. bunches	....	0 85
Peas, Canadian, 11 qt bask.	1 00	1 50
Parsnips, bag	....	1 00
Peppers, green, doz.	0 75	0 90
Potatoes—		
Ontario, bag	....	1 85
N.B. Delawares	....	2 00
New Carolina, bbls.	....	6 50
Do., bushel basket	....	2 50
Spinach, Canadian, bushel	0 60	0 75
Rhubarb, dozen bunches	0 30	0 40
Tomatoes—		
Mississippi, 4 bask. crate	1 85	2 00
Texas, 6 bask. crate	5 00	5 25
Hothouse, fancy, lb.	0 35	0 40
Turnips, new, doz.	....	0 50
Watermelons, each	0 90	1 25
California fruit—		
Apricots, per box	....	3 50
Peaches, per box	....	2 50
Cherries, according to quality and size	2 75	4 00

Flour Movement Small; Grain Stocks Low

Toronto.

FLOUR.—Stocks of grain are running pretty well to a close and most of the mills will be shutting down within a couple of weeks. There will be a fair supply of flour in reserve however to meet subsequent demand. Present movement in flour is very light indeed, and the fact is materially helping the situation.

War Grade—		
Manitoba spring wheat	....	10 95
Ontario winter wheat	10 95	11 10
Blended, spring and winter	....	10 95

Shortage of Feed When Mills Close

Toronto.

MILLFEEDS.—The early closing of the mills will bring about a trying situation in mill feeds. There are no surplus stocks, the demand being more than sufficient to account for every bag as milled, so that when the mills shut down the supply of bran and shorts will be exhausted until milling starts again.

Cereal Demand Light; Prices Unchanged

Toronto.

CEREALS.—There is only a limited demand for cereals at present. Prices have remained practically stationary during the week.

	Single Bag Lots F.o.b. Toronto	
Barley, pearl, 98s	7 00	8 00
Barley, pot, 98s	5 50	6 25
Buckwheat Flour, 98s	6 50	7 00
Cornmeal, Golden, 98s	6 00	7 00
Do., fancy yellow, 98s	....	5 00
Corn flour, 98s	5 80	6 50
Graham flour, 98s	6 00	7 00
Hominy grits, 98s	6 25	6 60
Hominy, pearl, 98s	6 25	6 60
Rolled oats, 90s	5 00	5 50
Oatmeal, 98s	5 75	7 00
Rolled wheat, 100-lb. bbl.	6 75	7 00
Rice Flour, per 100 lbs	11 00	12 00
Peas, yellow, split	10 00	10 50
Blue peas	0 11	0 15

Above prices give range of quotations to the retail trade.

MANITOBA MARKETS

WINNIPEG, June 21.—Trade was very good this week, and although prices were unchanged predictions were for higher prices on a large number of commodities of the grocery trade. There is talk of obtaining coffee through Canadian ports on account of the hard time experienced by brokers in obtaining their supplies from New York.

Coffee Trade Limited Rio Grades Scarce

Winnipeg.

COFFEE.—The difficulty that brokers are having in obtaining coffee from New York has caused considerable worry among the local dealers and an effort is to be made to obtain coffee through Canadian ports. Peter Lopez, a coffee man of the Republic of Columbia, is expected in this city within a week and the situation is to be discussed. Rio coffee continues to be scarce, especially No. 5, and prices are expected to go higher. Trade in coffee is very limited at the present time, New York brokers not quoting and local brokers are turning down orders daily, but a shortage is not expected.

Olive Oil Short Owing to Embargoes

Winnipeg.

OLIVE OIL.—This commodity is now almost entirely off the market and it is impossible to predict when it will be placed for sale again on account of the embargo at the present time prohibiting its export from Europe.

New Jam Prices Expected Will Probably Be High

Winnipeg.

JAM.—New prices on new packed pure jam are expected to be named soon, possibly next week. Local dealers expect them to be very high.

Canned Goods Demand; Pineapple Off Market

Winnipeg.

CANNED GOODS.—There was a very good demand for all canned goods throughout the week. Canned pineapple is now entirely off the market and it will not be placed for sale again until the last part of July. Prices will be $6.00 a case, a slight advance over the previous price.

Ban Lifted on Sugar For Canning Purposes

Winnipeg.

SUGAR.—The ban has been lifted on sugar in any quantity can be bought now providing that it is for canning purposes. Supplies are not coming in very satisfactorily, the bulk of it coming from the Eastern refineries.

Shelled Nuts Advance; Condition Uncertain

Winnipeg.

NUTS.—Shelled nuts continue to advance steadily on the local market and the trade is more or less at sea on account of the restrictions placed by the government regarding the importation of them.

Higher Prices Are Expected on Rice

Winnipeg.

RICE.—There has been very little change in the rice situation from last week and the market continues easy. Prices are as yet unchanged but dealers predict much higher prices in the near future. The new crop of rice is expected to be placed on the market by January.

Extra fancy, Japan, 100-lb. bags	0 10½
Fancy Japan, 100-lb. bags	0 09½
Choice Japan, 100-lb. bags	0 08½
Siam, 100-lb. bags	0 09¼
Tapioca, lb.	0 13½ 0 14
Sago, lb.	.... 0 11

California Fruit Feature of Market

Winnipeg.

FRUITS AND VEGETABLES.—California fruit continues to come in steadily and there was a good demand all week. Onions are rather scarce but supplies are

(Continued on page 53.)

WEEKLY MARKET REPORTS BY WIRE

Statements From Buying Centres, East and West

British Columbia

FROM VANCOUVER, BY WIRE.

Vancouver, B.C., June 25.—The wholesale trade in general has been very quiet last week. The general volume for June will be small. Small fruits moving according to season; strawberry demand and supply about equal. The crop was small and made smaller by drought. Fresh grass butter is now coming in freely from Alberta and wholesaling at 53c. Fresh eggs have gone up to 54c. The first carload full of cream cheese made in British Columbia reached Vancouver from Sardis last week. The quality is good, but the public look askance at the square boxes in which it is packed. Shortening is very scarce. Old potatoes are maintaining their prices, but new potatoes are down to 5½c a pound. Oranges are selling freely, as apples are cleaned up at $8.25 a box. Lemons are at the unprecedented price of $10 a box. A Japanese steamer arrived at the end of last week with small consignments of rice, beans, and peanuts, not enough to affect market to any extent.

VANCOUVER, B.C.:

Sugar, pure cane, gran., 100 lbs.	....	9 45
Flour, war grade, Manitoba, per per bbl., in car lots	10 85	10 95
Rice, Siam, No. 1, per ton	....	....
Do., Siam, No. 2	1 85	1 90
Rice, China, 44 lb. mats, No. 1	1 90	1 95
Do., No. 2	1 75	1 89
Do., Japanese	2 10	2 15
Beans, Japanese, per lb.	0 09	0 15
Beans, B.C., white	0 14½	0 15
Potatoes, per ton	30 00	45 00
Lard, pure, in 400-lb. tierces, lb.	....	0 33
Lard, compound	....	0 29½
Butter, fresh made creamery, lb.	0 49	0 53
Cheese, Canadian	....	0 25¾
Margarine	....	0 34
Eggs, new-laid, in cartons, doz.	....	0 54
Oranges, box	....	8 25
Lemons	....	10 00
Salmon—		
Sockeye, halves, flat case	....	16 50
Tall, case	....	14 00
Pinks, case	8 25	10 25
Cohoes	11 00	13 00
Chums	7 50	9 00

Alberta Markets

FROM CALGARY, BY WIRE.

Calgary, Alta., June 25.—Arrowroot biscuits have advanced 3c a pound and sodas 2c. Sweet biscuits are 1c higher. Rolled oats are firm, with prospects for an advance. An advance of 2c a pound on butter is expected. Tomatoes 2½'s are quoted $5.25 to $5.50. Peameal backs are down 1c. Lard has declined ½c, and is now quoted at $19.50 for 3's. Siam rice is quoted at $8.50. China mats—No. 1, $5.10; No. 2, $4.70. Evaporated peaches, choice range, from 15c to 17c. Lemons are now $12 a case. Lobster halves, $3 50 to $4; quarters, $2.15 to $2.49. Washboards, bluing and polishing creams, are all higher.

CALGARY:

Beans, small, Burmah, lb.	0 10	0 11
Flour, 98s, per bbl.	....	10 35
Molasses, extra fancy, gal.	....	1 15
Rolled oats, 80s	4 45	4 60
Rice, Siam, cwt.	8 50	9 50
Rice, Japan	....	10 50
Rice, China, per mat, No. 1	....	5 10
Do., No. 2	....	4 70
Tapioca, lb.	....	0 15
Sago, lb.	....	0 15
Sugar, pure cane, granulated, cwt.	....	10 60
Cheese, No. 1, Ontario, large	0 24½	0 26½
Butter, creamery, lb.	0 45½	0 47
Do., dairy, lb.	....	0 35
Lard, pure, 3s, per case	....	19 50
Eggs, new-laid, case	10 00	11 00
Candied peel, lemon, lb.	....	0 30
Tomatoes, 2½s, standard case	5 25	5 50
Corn, 2s, standard case	5 60	5 90
Peas, 2s, standard case	....	4 00
Apples, gals., Ontario, case	2 80	3 00
Strawberries, 2s, Ontario, case	6 50	6 80
Raspberries, 2s, Ontario, case	....	....
Apples, evaporated, 50s, lb.	....	0 21
Apricots, evaporated, lb.	....	0 26½
Peaches, evaporated, lb.	0 15	0 17
Peaches, 2s, Ontario, case	....	4 75
Salmon, pink, tall, case	....	9 50
Salmon, Sockeye, tall, case	....	16 25
Do., halves	17 00	18 25
Potatoes, per ton	....	33 00
Oranges, Valencias, case	7 50	8 00
Lemons, case	....	12 00

Saskatchewan Markets

FROM REGINA, BY WIRE.

Regina, Sask., June 25.—Rain fell throughout Saskatchewan during the past week and the crops in many districts will be saved as a result. Following a long drought when the grain was threatened business is reported to be good. Leaf tobacco has advanced 20c per pound. Christie biscuits in some lines have advanced 6c per pound. Rolled oats bails are quoted at $4 67, an advance of about 25c.

REGINA—

Beans, small white Japans, bu.	....	7 75
Beans, Lima, per lb.	....	....
Flour, standard, 98s	....	5 20
Molasses, extra fancy, gal.	....	0 70
Rolled oats, bails	....	4 65
Rice, Siam, cwt.	....	9 25
Sago and tapioca, lb.	....	0 15½
Sugar, pure cane, gran., cwt.	....	10 25
Cheese, No. 1 Ontario, large	....	0 25½
Butter, creamery	....	0 50
Lard, pure, 3s, per case	....	19 10
Bacon, lb.	....	0 47½
Eggs, new-laid	0 30	0 32
Pineapples, case	....	5 75
Tomatoes, 3s, standard case	....	5 35
Corn, 2s, standard case	4 85	4 95
Peas, 2s, standard case	4 20	4 25
Apples, gal., Ontario	2 90	3 50
Apples, evaporated, per lb.	....	0 22½
Strawberries, 2s, Ont., case	....	6 30
Raspberries, 2s, Ont., case	....	6 85
Peaches, 2s, Ontario, case	....	4 65
Plums, 2s, case	....	3 40
Salmon, finest sockeye, tall, case	....	15 50
Salmon, pink, tall, case	....	9 00
Pork, American clear, per bbl.	40 75	41 00

New Brunswick Markets

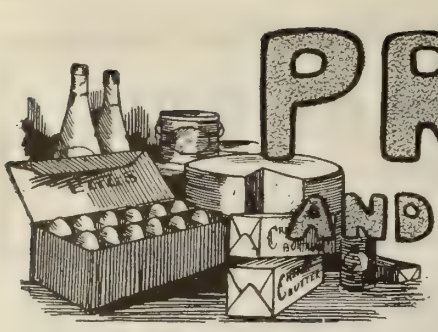
FROM ST. JOHN, BY WIRE.

St. John, N.B., June 25.—Frosts throughout New Brunswick during week have seriously affected the bean and buckwheat crops, and in some sections potatoes were touched. The grocery market is steady with practically no changes. The increasing scarcity of eggs is reflected in higher price, 36c to 37½c now being asked. Butter is more plentiful, dairy butter is off now to 38c to 40c. Texas onions are higher, and are quoted at $3.25 to $3.50 per case. Pineapples are off the market. Bananas are firm at 9c. The usual importations of early American vegetables are practically absent, transportation costs making prices almost prohibitive.

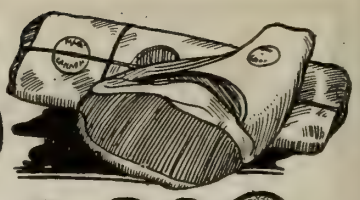
ST. JOHN, N.B.:

Flour, No. 1 patents, bbls., Man.	....	12 05
Ontario	....	12 05
Cornmeal, gran., bbls.	..	14 50
Cornmeal, ordinary, bags	3 80	3 90
Molasses, extra fancy, gal.	....	0 90
Rolled oats, bbl.	....	11 75
Beans, yellow-eyed	....	10 00
Beans, Canadian, white	....	9 50
Rice, Siam, cwt.	10 25	10 35
Sago and tapioca, lb.	0 18	0 19
Sugar—		
Standard, granulated	9 15	9 20
No. 1 yellow	8 65	8 70
Cheese, N.B., twins	....	0 25
Eggs, case	0 36	0 37
Breakfast bacon	....	0 40
Butter, creamery, per lb.	0 42	0 44
Butter, dairy, per lb.	0 38	0 40
Butter, tub	0 36	0 38
Margarine	0 32½	0 33
Lard, pure, lb	0 32	0 32½
Lard, compound	....	0 27½
American clear pork	60 00	63 00
Beef, corned, 1s	....	4 25
Tomatoes, 3s, standard, case	....	5 40
Raspberries, 2s, Ont. case	....	6 20
Peaches, 2s, standard case	....	4 40
Corn, 2s, standard case	....	5 00
Peas, standard, case	....	4 00
Apples, gal., N.B., doz.	....	4 00
Strawberries, 2s, Ont., case	....	6 20
Salmon, Red, spring, cases	....	15 00
Pinks	....	11 00
Cohoes	....	14 00
Chums	....	8 50
Evaporated apples, per lb.	0 18	0 19
Peaches, per lb.	....	0 19
Potatoes—		
Native, barrel	2 80	3 00
Onions, Bermuda	3 25	3 50
Do., Texas	2 75	3 00
Lemons, Cal., Messina, case	9 00	10 00
Oranges, California, case	6 00	9 00
Grapefruit, case	6 50	7 00
Bananas, per lb.	....	0 09

Brantford grocers report that an investigation shows that the cost of delivery for parcels in that city is from 14c to 15c.



PRODUCE AND PROVISIONS



Specializing in Butter and Eggs

Many Grocery Stores Have Built a Substantial Business on the Fact That They Supplied Fresher Butter and Eggs Than Their Neighbors, and Let the Public Know it

MANY a merchant has built up a good business not because he has been known to carry a generally superior stock, but because he is known to specialize in one or two lines, and to make a hobby of seeing that these few lines are kept up to the very peak of perfection. There is something that appeals to the public interest in any claim of specialization, and, therefore, many merchants have made capital out of this fact and have attained surprising success in taking one er two lines and keeping persistently before the public in advertising and dodgers and window cards, and through the personal efforts of the salesmen, that they are supplying a quality of article that can be obtained nowhere else.

Especially has this been the case with butter and egg sales, for these two articles lend themselves particularly to this type of campaign. They are articles in which the bulk of the public wants the best, and will not complain at paying for quality. Quality in butter and eggs is a tangible thing that they can understand. So it is that the store that can get a first-class quality of butter, and an assured supply of fresh clean eggs is in a position to build up a profitable business in these two lines.

Must Make Good on the Boast

The claims of the store, however, must be backed by the greatest of care to see that never for a moment is there any lowering of the quality, and to be sure beyond any shadow of a doubt that the eggs are strictly as advertised. It takes care to do this, but it is not by any means impossible, and the little extra care involved will work wonders in building a profitable business.

This type of campaign is a bid for the best type of trade in the locality, and a trade on which there is a substantial profit.

Many butter and eggs stores have made remarkable success, and usually they have done this by emphasizing the fact that they are specialists and therefore are competent to judge what is a high grade article in butter or eggs. Many grocers are taking advantage of this fact and by paying particular and personal attention to this part of their business are building up a very profitable department.

One grocer who has developed quite a business in butter said that he attributed much of his success in this line not only to the fact that he handled the very finest butter he could buy regardless of price, but also to the way in which it was sold. Absolute cleanliness prevailed around the butter counter. Every order was sold in such a way as to show customers that it was not possible for a speck of dirt or dust to get into the butter.

U. S. DOUBLES MEAT EXPORTS

During April 359,058,000 pounds of beef and pork products were exported from the United States to England, as compared with 161,000,000 pounds in April, 1917, and 43,700,000 pounds in April, 1914, before the war began. The total exports of meat products last April were therefore about 220 per cent. of exports in the same month last year and about 830 per cent. of those in April, 1914.

The Purest and Freshest of

Butter and Eggs

TEMPTING fresh country eggs and pure meadow butter are what you crave for—but often fail to get. It is just as easy for the grocer to give you them as to supply the other kind—it is all a question of care in buying.

The grocer who values the good will and future trade of his customer, AS WE VALUE YOURS, selects his butter and eggs with care. We GUARANTEE every egg sold at this store and we use the pure, fresh butter on our own table every day.

Nothing can make you surer than **that** about **our** best in eggs and butter.

These are this week's prices:

. . . . . .

. . . . . .

BROWN & SON

10 MAIN STREET

Produce, Provision and Fish Markets

THE MARKETS AT A GLANCE

THE market in eggs during the week has been one of many uncertainties. For some reason the available supply seems to be considerably less than the demand, and as a result buyers have been at the mercy of the producers. The natural effect of these conditions has been to send prices up. In the West conditions are easier, and arrivals of Western eggs, which are daily expected, will have a marked effect on the situation.

Butter also has been scarce during the week. June butter has gained a reputation that has made it strongly in demand for storage purposes, consequently only limited supplies have been available for current trade, with consequent advancing prices.

The provision market has been quiet during the week. The restrictions in the consumption of pork are having their effect, and the demand is lighter than usual, though the present is always a light season. Hams are very strong in price owing to difficulties in getting supplies.

Lard and shortening are in a fair market, orders being more numerous but light. Lard is slightly easier in price.

There is a constantly improving demand for fish. In the fresh water fish the demand is far in excess of the supply, but in sea fish supplies are plentiful and prices low, which, in conjunction with the campaign for increased consumption, has resulted in a very marked improvement in sales.

Demand for Hogs; Fair Run Expected

Montreal.

PROVISIONS.—The run of hogs has been light this week, and while there is not a great deal of change in price about 25c more per cwt. was paid than the highest quotation a week ago. The expected delivery for the next week or so is expected to improve and this will be ample to meet the demand, very probably, which is light. There is no change in the price of smoked meats but dry salt bacon is firmer, while roast hams are higher to 52 cents per pound. Trade conditions are good as far as most of the cured meats are concerned, the usual summer demand being manifest.

Hogs, dressed—		
Abattoir killed, small, 65-99 lbs.	28 00	28 50
Do., heavy, 225-275 lbs.	26 00	26 50
Hogs, live	19 00	19 50
Hams—		
Medium, smoked, per lb.	0 37	0 38
Large, per lb.	0 35	0 36
Backs—		
Plain	0 42½	0 43½
Boneless, per lb.	0 45½	0 46½
Bacon—		
Breakfast, per lb.	0 43½	0 44
Roll, per lb.	0 33½	0 34½
Dry Salt Meats—		
Long clear bacon, ton lots	0 29	0 29½
Long clear bacon, small lots	0 29½	0 30
Fat backs, lb.	0 29½	0 30
Cooked Meats—		
Hams, boiled, per lb.	0 51	0 52
Hams, roast, per lb.	....	0 52
Shoulders, boiled, per lb.	....	0 46
Shoulders, roast, per lb.	....	0 48
Barrel Pork—		
Canadian short cut (bbl.)	....	$60 00
Clear fat backs (bbl.)	....	61 00
Short cut clear pork (bbl.)	....	60 00
Bean pork (bbl.)	....	54 00
Heavy mess pork (bbl.)	....	55 00

Enough Lard Here For Limited Demand

Montreal.

LARD.—While there is enough lard to meet the demand there is not a great deal of interest to the market. Smaller sales are effected than usual and the falling off is attributed to the government's regulations regarding the quantities which may be used. Prices have held without change but there would probably be some advance were the demand more nearly normal than it now is.

Lard, Pure—		
Tierces, 400 lbs., per lb.	....	0 32
Tubs, 60 lbs.	....	0 32½
Pails	....	0 32¾
Bricks, 1 lb., per lb.	....	0 34

Shortening Market Quiet and Unchanged

Montreal.

SHORTENING.—What applies to lard in the way of demand characterizes the shortening situation this week. The stocks in produce dealers' hands are fairly ample because of the reduced consumption and prices rule without change of any kind and these are as follows:

Shortening—		
Tierces, 400 lbs., per lb.	....	0 26¼
Tubs, 50 lbs.	....	0 26¾
Pails, 20 lbs., per lb.	....	0 27
Bricks, 1 lb., per lb.	0 28	0 28½

Little Change in Margarine; Demand Limited

Montreal.

MARGARINE.—The reduced sale of margarine by the retail trade has caused some of the wholesale houses to carry a smaller supply of margarine. Trading is confined to a smaller compass than usual and while prices are quite unchanged there is nothing of a firming inclination in any way.

Margarine—			
Prints, acording to quality, lb.	0 29½	0 31½	0 34
Bulk, according to quality, lb.	0 28½	0 30½	0 31½

Many Ready Buyers For Butter Offerings

Montreal.

BUTTER.—Many large buyers have come into the market and paid enhanced prices for butter offered at the sales here during the past few days. This might be stated as somewhat unusual—to the extent at least that it has applied to the buying of the last couple of weeks. As a consequence the market is very strong and storing is going on actively. It was stated by one produce house to CANADIAN GROCER that at present prices there seemed to be a reflected desire on the part of farmers to make butter preferably than to sell their milk to the cheese factory. In any case they have their skimmed milk left and get a very excellent price for the cream when converted into butter. Little, if any butter, seems to be forwarded from the West. Prices are unchanged, but if supplies are picked up as at present there will naturally continue to be a firm market. Receipts to date this year show an increase of 12,845 packages over the same period a year ago.

Butter—		
Creamery prints (fresh made).	....	0 46
Creamery solids (fresh made).	....	0 45
Dairy prints, choice	0 38	0 40
Dairy, in tubs, choice	....	0 37

Not So Much Cheese And Prices Are Steady

Montreal.

CHEESE.—Taking the totals for last year and comparing these with those to date for 1917 there is quite a decrease in the number of packages received in Montreal. To June 22 the receipts this year were 78,026 boxes, while last year they were 95,806, showing a decrease of 17,780. Trade conditions are fairly good and may be called seasonable.

Cheese—		
Large, per lb.	....	0 23½
Twins, per lb.	....	0 24
Triplets, per lb.	....	0 24
Stilton, per lb.	....	0 27
Fancy, old cheese, per lb.	....	0 28

Egg Receipts Shorter Country Prices Up

Montreal.

EGGS.—As pointed out last week the country prices for eggs were firm and

this condition still obtains. As a matter of fact at some points as much as 40c per dozen was paid. This is probably the result of a much decreased production, and as it looks now there may be actual advances within the week as affecting prices to the trade. In the meantime these are held without revision but a very firm market characterizes the situation here. As showing the large decrease in receipts the figures for last year from May 1 to June 22 were 141,280 cases, while this year for the same period they were only 104,153 cases, a decline of over 37,000.

Eggs—	
Selects	0 45
No. 1, candled	0 40
New-laid	0 42
No. 2	0 38

Good Sale for All Available Poultry

Montreal.

POULTRY.—Those having anything to sell in the way of either live or dressed poultry, ducks, broilers or turkeys can find a ready market for it at very satisfactory prices. There is a good demand from the consumer and it is a matter now of securing the supplies. These are none too plentiful but some broilers and ducks are coming to hand and this relieves the situation to some extent. Quotations are unchanged and for good quality poultry favorable returns are assured.

	Live	Dressed
Young ducks, lb.		0 45- 0 50
Old ducks (fat)	0 25	
Old ducks (thin)	0 15	
Broilers, ¾ lbs., pair		0 40- 0 45
Turkeys (old toms), lb.	0 28	0 38- 0 38
Turkeys (young)		- 0 40
Geese		- 0 30
Old fowls	0 30- 0 32	0 35- 0 36
Chickens (milk-fed)		0 39- 0 40
Roasting chicken		- 0 37

Fish Prices are Rather Unsettled

Montreal.

FISH.—The existing demand for fish is very good, but prices, due to the conditions of supply and demand are somewhat more unsettled than usual. Salmon, of the Gaspe variety, is higher and may go up as much as 5c per pound in the week. Heavy storms at various coastal fishing points have interfered with the catch in some instances. Lobster arrivals have declined somewhat of late and as a consequence prices have soared much. Haddock and cod are free at fair prices while mackerel meets a ready sale at unchanged prices. More enquiry is made for salt and pickled fish but sales have been few as yet.

SMOKED FISH.

Haddies (fresh cured)	0 12	0 13
Haddies, fillet	0 18	0 19
Smoked herrings (med.) per box	0 22	0 23
Smoked cod		0 12
Bloaters, per box 60/100	1 50	1 75
Kippers, per box 40/50	1 75	2 15

SALTED AND PICKLED FISH.

Haddock (per bbl.), 200 lbs.		11 00
Herring (Labrador), per bbl.	12 00	12 50
Herring (Labrador), ½ bbls.		6 75
Herring, No. 1 lake (100-lb. keg)		5 25
Salmon (Labrador) per bbl.		24 00
Do., tierces		33 00
Salmon (B.C. Red)		26 00
Sea Trout, red and pale, per bbl.	19 00	20 00
Sea trout (½ bbls.)	10 00	10 50
Green Cod, No. 1, per bbl. (med.)		15 00
Green Cod (large bbl.)		16 00
Green Cod (small), bbl.		12 00
Mackerel, No. 1, per bbl.		25 00
Mackerel (½ bbls.)		13 50
Codfish (skinless), 100-lb. box		12 50
Codfish, 2-lb. blocks (24-lb. case)		0 17
Codfish (Skinless), blks. "Ivory" Brd., lb.		0 15
Codfish, boneless, lb. (according to package	0 14	0 18
Codfish, Shredded, 12-lb. box		2 20
Eels, salted		0 12
Pickled turbot, new, bbls.	13 00	14 00
Do., half barrels	7 00	8 00
Cod, boneless (20-lb. boxes), as to grade	0 14	0 18
Cod, strip (30-lb. boxes)		0 17
Cod, dry (bundles)		12 00

SHRIMPS, LOBSTERS

Lobsters, medium and large, lb.	0 35
Lobsters (boiled), lb.	0 25
Prawns, lb.	0 30
Shrimps, lb.	0 30
Scallops, per gallon	4 00
Oysters—	
Ordinary, gal.	2 50
Cape Cod shell oysters, bbl.	14 00
5 gal. (wine) cans	12 50
1 gal. (wine) cans	2 50
1 gal. (wine) cans	2 25
Oyster pails (pints), 100	1 50
Oyster pails (quarts), 100	2 10
Clams, med., bbl.	10 00

FRESH FROZEN SEA FISH.

Herring, large sea, lb.		0 09
Herring, frozen lake, lb.		0 06
Halibut	0 19	0 20
Halibut (medium)		20
Haddock	08	09
Mackerel	0 12	0 13
Cod—Toms	3 00	
Cod steak, fancy, lb.	09½	10
Salmon, Red	0 19	0 20
Salmon, pale	14½	15
Salmon, Gaspe		26

FRESH FROZEN LAKE FISH

Pike, lb.	0 09½	0 10
Perch	0 12½	0 13
Whitefish, lb.	0 12½	0 13
Whitefish (small)	0 09½	0 12½
Lake trout	0 18	0 20
Eels, lb.		0 12
Doree	0 12½	0 13

FRESH FISH

Barbotte	0 14	0 15
Haddock	0 06½	0 07
Steak cod	0 11	0 12
Market cod		0 06½
Carp	0 09	0 10
Dore	0 16	0 17
Lake trout	0 19	0 20
Brook trout	0 35	0 37
Pike	0 12	0 13
B. C. Salmon	0 26	0 28
Salmon (Gaspe)	0 22	0 24
Gaspereaux, lb.		0 06
Gaspereaux, each		0 04½
Gaspereaux herring (100)		3 50
Western Halibut	0 22	0 23
Eastern Halibut (chicken)		0 18
Eastern Halibut (med.)		0 22
Flounders	0 09	0 10
Perch		0 09
Bullheads		0 15
Whitefish	0 18	0 19
Whitefish (small)	0 09	0 09½
Eels		0 14
Mackerel, lb.	0 11	0 12
Smelts, No. 1	0 18	0 19
Smelts, No. 2	0 11	0 12
Smelts, No. 1 large		0 24
Shad	0 12	0 13

Prov. Market Quiet; Hams Range Higher

Toronto.

PROVISIONS.—There has been a quiet trade in provisions during the week. The Canada Food Board restrictions have beyond a question had their effect in curtailing the consumption of many of these lines. There has been a fair offering in live hogs during the week for this time of year.

There has been a decided scarcity in hams, and as a result they are showing a firmer tendency.

Hams—		
Medium	0 37	0 39
Large, per lb.	0 34	0 35
Backs—		
Plain	0 42	0 44
Boneless, per lb.	0 45	0 48
Bacon—		
Breakfast, per lb.	0 39	0 43
Roll, per lb.		0 34
Wiltshire (smoked sides), lb.	0 36	0 38
Dry Salt Meats—		
Long, clear bacon, lb.	0 29	0 31
Fat backs		0 32
Cooked Meats—		
Hams, boiled, per lb.	0 52	0 54
Hams, roast, without dressing, per lb.	0 48	0 51
Shoulders, roast, without dressing, per lb.	0 45	0 47
Barrel Pork—		
Mess pork, 200 lbs.	54 00	56 00
Short cut backs, bbl., 100 lbs.	60 00	62 00
Pickled rolls, bbl., 200 lbs.	56 00	58 00
Hogs—		
Dressed, 70-100 lbs. weight	28 00	29 50
Live, off cars		18 25
Live, fed and watered		18 00
Live, f.o.b.		17 25

Business In Lard Improving; Stocks Clearing Up

Toronto.

LARD.—The demand for lard has been more active than has been the case for some time past. The improved condition is probably due to the cleaning up of stocks and to the consequent return of many buyers into the market. While the business is improving, it is largely in the number of orders rather than in their bulk, buyers evidently being contented to purchase in a hand-to-mouth fashion.

Lard, pure, tierces, 50 lbs., lb.. 0 29¼ 0 29¾
In 60-lb. tubs, ¼-½c higher than tierces; pails ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Shortening in Good Demand; No Change in Price

Toronto.

SHORTENING.—There has been an improvement noted in the demand for this commodity during the week, but no price changes have occurred.

Shortening, tierces, 400 lbs., lb. 0 25½ 0 26½
In 60-lb. tubs, ¼-½c per lb. higher than tierces; pails, ½-¾c higher than tierces, and 1-lb. prints, 1½-1¾c higher than tierces.

Margarine Market Fair No Price Changes

Toronto.

MARGARINE.—There has been no change in the prices quoted on margarine during the past week; the demand has been fair. The prices quoted are as follows:

Margarine—		
1-lb. prints, No. 1	$0 32	$0 33
Do., No. 2	0 30	0 31
Do., No. 3	0 27	

Solids, 1c per lb. less than prints.

Butter Price High Available Supply Light

Toronto.

BUTTER.—The Dairy Commission put the price of butter at 43½c. At this basis butter should be bought in the country at 42½c. This has not been found possible, however, prices at country points ranging from 43c to 43½c. Supplies for immediate consumption are comparatively light, owing to the fact that June butter is in favor for storing, and consequently much of the available supply is being put in storage. Prices to the trade are as follows:

Creamery prints, fresh made	0 45	0 47
Creamery solids, fresh made	0 45	0 46
Dairy prints, choice, lb.	0 39	0 40
Dairy prints, lb.	0 35	0 37

Eggs Advance Sharply Western Stocks Coming

Toronto.

EGGS.—There is an unusually erratic market in eggs. There is an exceptionally strong demand and seemingly a small production. Everything has been in the sellers' favor and prices have been advancing daily.

Western eggs are now en route to this market. These are cheaper in price and at the same time somewhat poorer in quality than the local eggs. This fact may have the effect of checking consumption to some extent.

Eggs—		
New-laids, in cartons	0 45	0 47
Do., loose, doz.	0 43	0 44

Poultry Slightly Easier Demand Good

Toronto.

POULTRY.—There is a fair demand for poultry at present. Some minor changes in a downward direction are noted, but in the main there has been very little variation in prices.

Prices paid by commission men at Toronto:

	Live	Dressed
Ducks	$....-$0 30	$....-$....
Turkeys	0 25- 0 28	0 30- 0 35
Roosters	0 24- 0 25	....- ....
Hens, over 5 lbs.	0 28- 0 29	0 31- 0 32
Hens, under 5 lbs.	0 25- 0 28	0 27- 0 31
Chickens, Spring	....- 0 50	....- 0 50
Squabs, dozen	....- 4 50	....- ....
Prices quoted to retail trade:		
Hens	0 28	0 35
Chickens, Spring	0 60	0 70
Ducks	0 30	0 34
Turkeys	0 36	0 40

Cheese Fairly Active; Prices Steady

Toronto.

CHEESE.—There is a fair movement in cheese, according to the report of the trade during the past week. Prices hold at unchanged figures.

Cheese—		
New, large	0 23	0 24
Old, large	0 24	0 25
Stilton (new)	0 26	0 27

Twins, ¼c lb. higher than large cheese. Triplets ½c lb. higher than large cheese.

Fish Demand Reaches Record Figure

Toronto.

FISH.—There is a constantly growing demand for fish of all kinds. Public interest in fish as a food is evidently increasing, and sales at present are in many varieties the heaviest on record. Sea fish are plentiful, and are selling well due probably to the fact that it is the one line of food where the prices remain practically as before the war. Lake fish is not plentiful enough to meet the demand, which is very keen.

SMOKED FISH.		
Haddies, per lb., new cured	0 12	0 13
Chicken haddies, lb.	0 11	0 12
Haddies, fillets, per lb.	0 15	0 17
Kippered herrings, per box	1 75	2 00
Digby herring, skinless, 10-lb.	....	2 25
PICKLED AND DRIED FISH.		
Acadia cod, 20 1-lb. blocks	....	3 40
Acadia cod, 12-2-lb. blocks	4 25	4 50
Strip cod, lb.	0 12	0 16
Quail on toast, 24 1-lb. blocks, lb.	0 12½	0 13
Skinless cod, 100-lb. boxes, lb.	0 11	0 12
Halifax shredded cod, 24s	....	2 20
Salt Mackerel, kits, 20 lbs.	....	3 00
Labrador salt herring, barrels	....	....
Do., half barrels	5 50	6 00
Herring, pickled, keg 100 lbs.	....	6 00
FRESH SEA FISH		
Brills, dressed, lb.	....	0 10
Cod, steak, lb.	0 09	0 10
Do., market, headless, lb.	....	0 09
Flounders, lb.	0 08	0 10
Flukes	....	0 15
Halibut, medium, lb.	0 21	0 22
Do., chicken, lb.	0 20	0 21
Do., large	0 20	0 21
Haddock, lb.	0 06½	0 08
Herring, lb.	0 05½	0 06
Mackerel	0 11	0 13
Plaice, dressed, lb.	....	0 10
Soles, dressed, lb.	....	0 10
Salmon, Red Spring, lb.	....	0 25
FRESH LAKE FISH		
Herring, lb.	0 08	0 08½
Trout, lb.	0 14	0 16
Whitefish, lb.	0 15	0 16
Ontario Government Fish		
Herring	....	0 08½
Mullets	....	0 05
Pickerel	....	0 11½
Pike	....	0 09
Sturgeon	....	0 20
Trout	....	0 11½
Whitefish	....	0 11½

Sales authorized only to dealers who have been appointed distributors by local town council.

Live Hogs Advance Due to Competition

Winnipeg.

PRODUCE AND PROVISIONS. — Heavy competition sent prices on last week on live hogs up to 18½c after low prices during the week. This high price is not expected to hold. The provision market showed very little change.

Eggs.—Prices on fresh eggs remained steady at 29c.

Hams—		
Light, lb.	0 34	0 36
Medium, per lb.	....	0 34
Heavy, per lb.	....	0 33
Bacon—		
Breakfast, select, lb.	....	0 40
Backs	0 44	0 55
Dry Salt Meats—		
Long clear bacon, light	0 29	....
Backs	0 33	....
Barrelled Pork—		
Mess pork, bbl.	....	52 00
Lard, Pure—		
Tierces	....	0 30
20s	....	6 30
Cases, 5s	....	18 52
Cases, 3s	....	18 60
Compound—		
Tierces	....	0 25½
Tubs, 50s, net	....	12 87
Pails, 20s, net	....	5 40
Cheese—		
Ontario, large fresh	0 24	0 24½
Manitoba, large fresh	....	0 23½
Butter—		
Fresh made creamery, No. 1 cartons	....	0 45
Fresh made creamery, No. 2	....	0 43½
Margarine	0 31	0 32
Eggs, fresh, doz.	....	0 29

WEEKLY MARKET REPORTS

(Continued from page 48.)

now coming in steadily. The lettuce supply is nearly done, but the local grown article is now coming on the market.

Santa Clara Prunes—		
90-100s, 25-lb. boxes, per lb.	....	0 10
80-90s, 25-lb. boxes, per lb.	....	0 10⅝
70-80s, 25-lb. boxes, per lb.	....	0 11¼
Apples—		
Choice, 50-lb. boxes, lb.	....	0 17¾
Pears, choice, 10-lb. bxs., faced, lb.	....	0 16
Wax Beans, hamper	....	4 00
Green Beans, hamper	....	4 00
Cucumbers, doz.	....	3 00
Asparagus, doz.	....	1 50
Cabbage, lb., local	....	0 04
Potatoes, Albertas	....	1 00
Potatoes, new, lb.	....	0 04
Beets, with heads on, hampers	....	2 00
Carrots, with heads, hampers	....	2 00
Head Lettuce, Texas	1 50	2 00
Turnips, cwt.	....	2 00
Tomatoes, Mississippi, crate	....	3 00
Onions, Valencias, lb.	....	0 04
Onions, silvers and yellows	....	2 25
Radishes, doz.	....	0 65
Parsley, imported, doz.	....	0 75
Shallots, doz.	....	1 00
Fruits—		
Apples, box	4 00	5 00
Oranges	....	9 00
Lemons, Cal.	....	9 50
Bananas, lb.	....	0 08½
Cherries, box	....	4 00
Grapefruit, case	....	6 50
Strawberries, Hood River	5 50	6 00
Pineapples, case	....	5 50
Cantaloupes, crate of 45	....	10 00

Rolled Oat Market Weak; Feeds in Heavy Demand

Winnipeg.

ROLLED OATS.—The market is still weak, there being very little demand and millers are having difficulty in disposing of their stock.

FLOUR AND FEED.—There is a big demand for feed but the supply continues small. The flour situation is unchanged and millers continue to boost the sale of white corn flour.

Govt. Standard Flour—		
Cash carload price	....	10 50
To bakers and flour and feed dealers	....	10 50
To storekeepers paying cash or 30 days, ton lots	....	10 60
Do., less than ton lots	....	10 75
Cereals—		
Rolled oats, 80s	4 00	4 30
Rolled oats, pkgs., family size.	....	5 65
Cornmeal, 98s	....	5 60
Oatmeal, 98's	....	5 50
Feeds—		
Bran, per ton	....	30 80
Shorts, per ton	....	35 80
Barley—		
Pearl, 98-lb. bags, per bag	....	7 25
Pot, 98-lb. bags, per bag	....	5 15
Beans—		
Lima, Manchurian	....	0 17
Fancy white, bushel	....	6 50
Peas—		
Split, 98-lb. bags, per bag	....	10 55
Whole, yellow, soup, 2 bush. bags, bush.	4 50	5 00
Whole, green, lb.	....	0 11¾

Brantford Equipment saves you money



Brantford Scale
Agate Bearing

At the left we show you

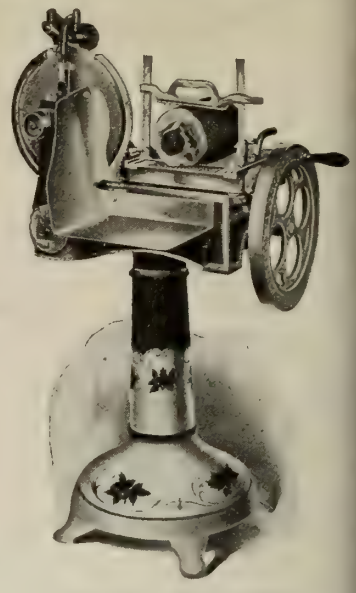
The Brantford Scale

—a necessity to the well-being of your business. Eliminates the guess-work. Strictly sanitary. Absolutely dust-proof. Fool-proof as well. Working parts are all enclosed.

Then at the right we have

The Brantford Meat Slicer

This good-looking Slicer will make your cooked meat department more profitable. It will cut quickly and evenly. Never a waste particle. Ball-Bearing Crucible Gears, Automatic Sharpening Device and Quick Interchangeable Trays.



Brantford Meat Slicer
Ball Bearing and Crucible Steel Gears

The

Brantford Computing Scale Co.

BRANTFORD, CANADA LIMITED

16 Notre Dame E., MONTREAL

386 King Street W., TORONTO 280 Main Street, WINNIPEG



Help Conserve Our Meat Supplies

"INDIAN CHIEF" BRAND CLAMS

offer your customers a dandy substitute—a sweet, pure, wholesome fish food that represents sensible meat substitution in its most economical and practical form.

You cannot recommend a better sea food than Indian Chief Brand Clams. They will open up on your customer's table just as sweet and just as fresh as the day they were taken from the clam beds.

Remind your trade, too, that Indian Chief Brand Clams are ready cooked. Heating to a simmer makes them ready to serve—a fact that will appeal to both the restaurant trade as well as to the housewife.

Make Indian Chief Brand Clams a leader in your fish department. It will pay you.

Shaw and Ellis, Pocologan, Charlotte Co., N.B.

For the Luncheon Table and the Picnic Hamper

—these seasonable lines will bring you good business and are easily handled.

YOU will find Davis Quality Bologna an excellent selling line to feature on your provision counter during the summer months.

The two varieties illustrated make real cold luncheon treats, and, being firm, slice well and evenly for sandwiches for the picnic basket.

We guarantee all our bologna to contain **no artificial coloring whatsoever.** The appetising appearance of the product is due solely to its being smoked over hickory fires, which process adds also to the appetising delicacy of its flavor.

Davies Quality Bologna is manufactured under Government inspection, and is a product which will help you to maintain a steady, even trade during what would otherwise be a "slack" season.

Let us ship you a trial order **—this week!**



Davies Quality Thick Bologna

A delicious cold luncheon sausage for slicing, and excellent for sandwiches. It is prepared from choice pork and beef, seasoned with the best condiments, and makes a most tempting product, inviting in appearance and appetizing in taste. Moreover, it has always proved an excellent seller.



Davies Quality Ham Bologna.

Always a popular dish for the summer months. These delicious Bologna Sausages are made from choice pork and beef, filled in beef middle casings, and make a delightful cold luncheon treat. They're fine for sandwiches, too.

THE WILLIAM DAVIES COMPANY LIMITED

TORONTO

MONTREAL **Canada Food Board Packer's License No. 13-50** **HAMILTON**

If any advertisement interests you, tear it out now and place with letters to be answered.



Give your customers

BRUNSWICK BRAND

It is the Brand of "Unvarying Excellence." The grocer who features this line of goods is giving best service to his customers and is building good business for himself.

Our aim has always been to co-operate with the dealer, and to give the consumer a superior sea food at a moderate price. That we have succeeded is proven by the enormous and constantly growing demand which is a feature of BRUNSWICK BRAND Lines.

Replenish your supplies from this list:

¼ Oil Sardines
¼ Mustard Sardines
Finnan Haddies
(Oval and Round Tins)
Herring in Tomato Sauce
Clams



Connors Bros., Ltd.

BLACK'S HARBOR, N.B.

This Summer you'll need an "Arctic" Refrigerator



Don't take chances on the security of that stock of perishables. Their proper preservation is vitally important—doubly so now because of the present food situation.

The "Arctic" eliminates the element of risk absolutely. Perfect security, ideal display, small ice expense — that's the "Arctic" Refrigerator.

Let us send you the "Arctic" catalogue with full illustrated information on this complete line of dependable refrigerators.

John Hillock and Company
TORONTO

HEINZ

Canadian-American Food Products.

57 VARIETIES

Canadian Factory, Leamington, Ont. — Principal Factory Pittsburgh, U.S.A.

Distributing Warehouses in Canada:
TORONTO MONTREAL

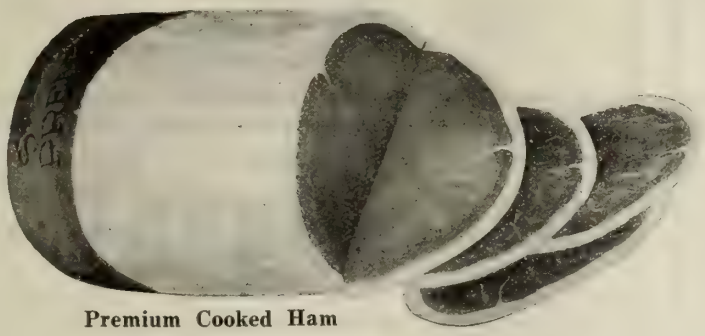
Canadian Distributing Agencies:

Halifax	**John Tobin & Co.**
St. John	**Baird & Peters.**
Quebec	**J. B. Renaud & Co.**
Ottawa	**Provost & Allard.**
Winnipeg	**The Codville Co., Ltd.**
Edmonton	**The A. Macdonald Co.**
Lethbridge	**The A. Macdonald Co.**
Calgary	**Bimington Co., Ltd.**
Fernie, B.C.	**Western Canada Wholesale C**
Moose Jaw	**The Codville Co., Ltd.**
Saskatoon	**The Codville Co., Ltd.**
Vancouver	**Kelly, Douglas & Co.**
Victoria	**Kelly, Douglas & Co.**



For Your Customers' Summer Table

"These Swift lines are just ideal during the hot weather"



Premium Cooked Ham

THAT'S the opinion of every good housewife regarding these high grade products.

They like Swift's. Swift's Quality wins their confidence and keeps them coming regularly to the store featuring these high class Summer lines.

IN city home or summer cottage, at the picnic or the outing party, Swift's Cooked Meats and Specialties are appreciated above all others.

Show these Summer sellers in your displays. Show them regularly and you'll win extra trade and better profit.



Premium Minced Specialty

Swift Canadian Co.

Limited

TORONTO WINNIPEG EDMONTON

If any advertisement interests you, tear it out now and place with letters to be answered.

YOU WANT TO WIN THE WAR?

Then save the ice. Ice costs money. Look into

FREEMAN'S Dry Air REFRIGERATOR



Dry Air means better storage. Better storage better meats. Good Meats mean better trade. Better Trade means Bigger Business, Bigger Profits. This is what the merchant of today is looking for. We can help you in this line. ASK FOR A CALL. Buying a cheap refrigerator to save money is like stopping the clock to save time.

Write for a catalogue, which will contain a full line of different styles for BUTCHERS AND GROCERS

Manufactured by

The W. A. Freeman Co., Limited

Hamilton, Ont,

TORONTO—114 York Street, near King.
MONTREAL—D. H. H. Neil, 16 Notre Dame St. Uptown 8547.

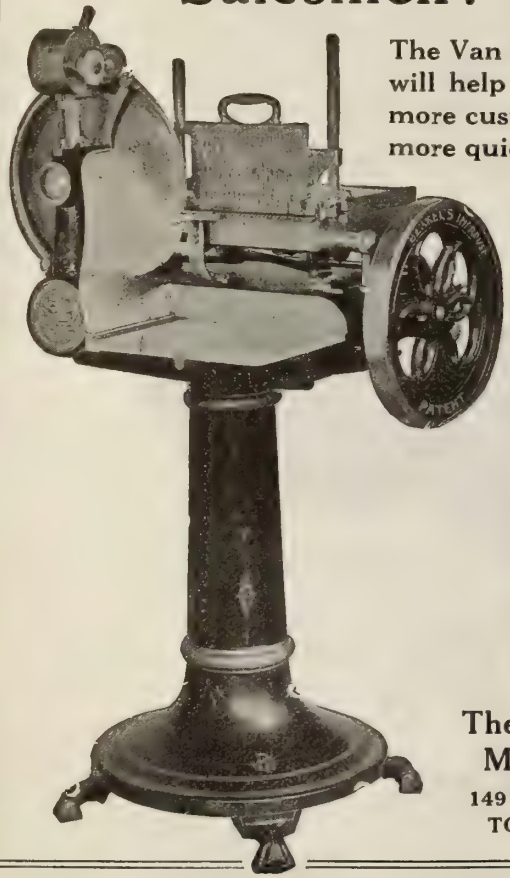
Back Bacon

Skinned Backs
Boned Backs
Backs in Casings
Sugar Cured, Mild and Sweet.

These furnish a delightful change from Ham and Bacon.

F. W. FEARMAN CO.
Limited
HAMILTON

Salesmen!



The Van Berkel will help you serve more customers more quickly

The Van Berkel Meat Slicer brings the service in the cooked meat department up to the 100% efficiency mark.

It saves money, time and worry. The Van Berkel will cut the meat down to the very last crumb and cut it in any thickness desired.

The name **"Berkel's Improved Patent"** guarantees the real slicer.

The Hobart Mfg. Co.
149 Church St.
TORONTO

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

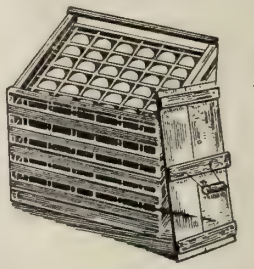
Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA.

EGG CASE FILLERS and EXTRA FLATS

For 30 Doz. Egg Cases



And 12 Doz. Egg Crates

The 12 Dozen Crate

THE MILLER BROS. CO.,LTD., 20-38 Dowd St. Montreal, Que.

If any advertisement interests you, tear it out now and place with letters to be answered.

RELEG

Agents Wanted



We want live grocers in every community to display and push RELEG — the very best Egg substitute.

Releg is certain to make good. Eggs are expensive and the housewife is certain to appreciate a perfect egg such as is offered her here.

Just ¾ teaspoonful of Releg dissolved in a tablespoonful of hot water is equivalent to one egg, in your baking.

Order a stock to-day and give it a thorough trial.

RELEG COMPANY, Regd.

34 King Street, Quebec, Canada

BLACKWOOD'S

Aerated Waters

THE Western people are rapidly finding out what excellent beverages our Aerated Waters are; they have found their way into ice boxes of thousands of homes.

They have a life and snap that is invigorating, and a purity that is a safe thirst quencher on a hot day.

Are good in any season, enjoyable at any hour.

All good grocers sell them by the case, or at Fountains, Clubs, and Cafes.

Blackwood's Limited

WINNIPEG

GET THE FARMER'S VIEW

HON. GEO. BROWN'S 300 SHORTHORNS, headed by the 4th Duke of Clarence, as told by John Clay, the veteran head of several livestock interests in the United States, opens up a series in the June 15th issue of FARMERS' MAGAZINE. These recollections by Mr. Clay are masterpieces and will carry all the interest of their old times.

IN PRAISE OF SLAVERY, by Peter McArthur, is a satirical thing that everyone will read with pleasure. It is not the Gadsby kind with its odor of sanctity and its pungent jibes, but in Peter's best style. This appears in FARMERS' MAGAZINE for July 1st. Peter McArthur is now a regular contributor.

IN THE GERMAN PRISON CAMP, by Capt. J. E. Lattimer, an Ontario farmer and district representative who was taken prisoner at Zillebeke, was shot in the head, lay for a few hours in a shell hole and later was taken by the Germans to Stuttgart and then to successive camps. This story is told in the July 1st FARMERS'. The ex-soldier on the land follows this article and has a wealth of information in it.

CANADA'S FARMS ELECTRIFIED. The way in which the white coal can be utilized in farming, either from the Falls, from a local waterfall, or from the gasoline engine system—all are completely told in actual stories in the July 1st issue.

FARMERS' MAGAZINE is a real, live journal—leading all farm papers in point of enterprise and pithiness. Here are a few of the contributors:

PETER McARTHUR
JOHN CLAY
HENRY G. BELL
DR. HELEN MACMURCHY
MISS ETHEL M. CHAPMAN
D. J. LAMONT
JUSTUS MILLER
A. R. KENNEDY
CAPT. J. E. LATTIMER
J. ERNEST PLACE
COL. J. B. MACLEAN
W. C. WOOD, B.A.
WM. HAMAR GREENWOOD
JAS. E. POOLE
J. W. TYSON
DR. C. A. ZAVITZ

Besides there are 18 departments of farm work where experts talk and real information on editorial pages are features.

Get into the habit of having your table make a selection of the really good farm journals—tell your neighbors about it and so be in the current of real farm citizenship.

One dollar a year. Order it from

The MacLean Publishing Co., Ltd. 143 University Avenue **Toronto**



Have you

ROSE'S LIME JUICE

on display today?

The quality reputation it established half a century ago and which made it the people's favorite then has since been constantly maintained.

So that Rose's Lime Juice is to-day the choice of the discriminating just as it was 50 years ago.

Still at pre-war prices—

HOLBROOK'S Imported WORCESTERSHIRE SAUCE

Delicious and customer-pleasing. A sure profit-maker.

The following are also quick movers: Imported English Malt Vinegar, Sardines, French Olive Oil and Custard Powders, any flavor.

Holbrooks, Ltd.

Toronto and Vancouver

Canada Food Board License, No. 6-468

Your Questions Answered

Any information you desire on matters pertaining to the trade will be gladly furnished FREE upon application and will be answered through the columns of this paper. If you enclose a stamped, addressed envelope we will also reply direct to you. Don't hesitate to ask us. We will do our best.

CANADIAN GROCER
143-153 UNIVERSITY AVE.
TORONTO

The next time you want a clerk, be sure to advertise in the "Wanted" Page of CANADIAN GROCER. You will receive inquiries from the livest clerks in the Canadian grocery trade, because reading CANADIAN GROCER is a test of the clerk's interest in his business.



ECONOMICAL Food Dessert

Junket Tablets are advertised in the leading Magazines and Journals for making economical food desserts with great possibilities for variety. And Junket is wholesome and delicious! All physicians and nurses have long known and used

Junket
MADE *with* MILK

This great number of uses provides many sales — in almost every home.

Can you afford to be without this product? Will you say you haven't it when asked to supply Junket Tablets?

Get acquainted with the 10-Tablet package that retails at 12c, with a good profit. Ask your jobber, or write.



Chr. Hansen's
Canadian Laboratory
Toronto, Canada



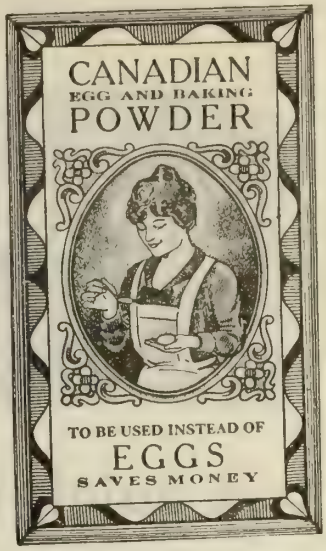
Barnes
Pure Concord Grape Juice

is a line of quality that every good grocer can display with every likelihood of big sales and increased profits.

The Ontario Grape Growing and Wine Mfg. Company

ST. CATHARINES, ONTARIO

A Grand Egg Substitute



Your customers will be delighted to know what delicious cakes and pastry can be made by using

CANADIAN EGG & BAKING POWDER

instead of eggs

Eggs are an expensive ingredient in cake making that the good housewife will be glad to eliminate when she knows what excellent results Canadian Egg and Baking Powder produces.

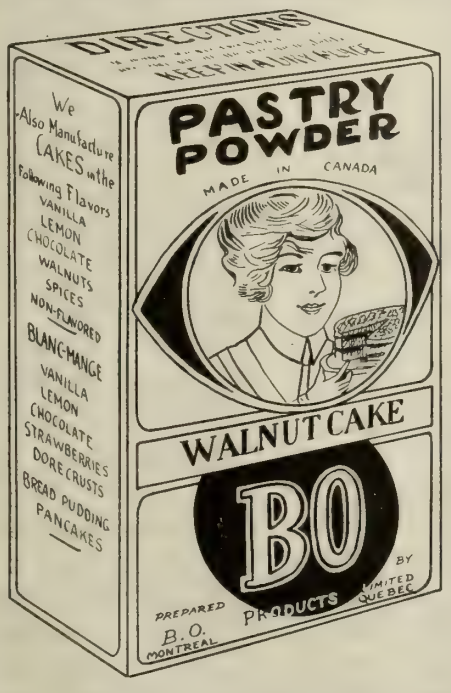
Try a little display of this egg substitute.

The ECONOMICAL MILL

817 Laurier Ave., Montreal

AGENTS

Robt. Gillespie Co., Winnipegand Vancouver.
Johnston Brokerage & Drayage Co., Sherbrooke, Que.



DIRECTIONS

Pour the contents of this box in a dish and add one tablespoonful of melted butter and enough milk to make a regular cake dough. Put immediately in the oven. This powder is prepared with the purest ingredients and will give you perfect results, economically and without trouble.

Cash in on the Economy Campaign

by featuring a line that enables the housewife to make tasty, **dainty cakes without Flour, Eggs or Sugar.**

B.O. PASTRY POWDER

make this possible. A small quantity of the powder, a little milk and butter will make cakes good enough to please the most critical.

No other ingredients necessary.

B.O. Pastry Powders come in these flavors: Vanilla, Lemon, Chocolate, Walnut, Spices and Non-flavored as well.

When you are ordering a supply ask about the following "ready" products: Pancakes, Bread Pudding, Dore Crust, Blanc Mange (four flavors).

Help your customers economize by featuring the B.O. Products.

B.O. PRODUCTS, LIMITED
QUEBEC

If any advertisement interests you, tear it out now and place with letters to be answered.



A quick mover

There is not the slightest doubt about the easy-selling, money-making merits of Wonderful Soap. Its record is well established.

Be one of those grocers whose sales and profits are constantly being strengthened by a good display of Wonderful Soap.

Guelph Soap Company
GUELPH, ONTARIO



The Canadian Salt Without a Fault

If you wish to impress on a customer the fact that some one article in your store is pure, you can't make a stronger comparison than to say, "It is as pure as Windsor Salt."

Windsor Salt has probably been used in her home for years.

Windsor Table Salt
Made in Canada
THE CANADIAN SALT CO. LIMITED

QUOTATIONS FOR PROPRIETARY ARTICLES

SPACE IN THIS DEPARTMENT IS $05 PER INCH PER YEAR

BAKING POWDER

ROYAL BAKING POWDER

Size	Less than 10-case lots Per doz.
Dime	$ 1 15
4-oz.	1 65
6-oz.	2 45
8-oz.	3 10
12-oz.	4 65
16-oz.	5 90
2½-lb.	14 60
5-lb.	27 35

F.O.B. Montreal, or F.O.B. jobbers' point, subject to jobbers' regular terms. Lots of 10 cases and over, less 2% discount; 1% barrel discount will be allowed when packed in barrels. Barrels contain 15 cases assorted sizes.

JAMS

DOMINION CANNERS, LTD.

"Aylmer" Pure Jams and Jellies. Guaranteed Fresh Fruit and Pure Sugar Only.

Screw Vac top Glass Jars, 16 oz. glass 2 doz. case.	Per doz.
Blackberry	$3 00
Currant, Black	3 20
Plum	2 90
Pear	2 90
Peach	2 90
Raspberry, Red	3 30
Raspberry and Red Currant	3 00

DOMINION CANNERS, LTD.

CATSUPS—In Glass Bottles

	Per doz.
½ Pts. Delhi Epicure	$1 75
½ Pts., Red Seal, screw tops	1 40
Pts., Delhi Epicure	2 75
Pts., Red Seal	1 90
Qts., Red Seal	2 85
Qts., Lynn Valley	2 75

BAKE DBEANS WITH PORK

Brands—Canada First, Simcoe Quaker

	Per doz.
Individual Baked Beans, Plain 85s, or with Sauce, 4 doz. to case	$0 95
1's Baked Beans, Flat, Plain, 4 doz. to case	1 15
1's Baked Beans, Flat, Tom. Sauce, 4 doz. to case	1 25
1's Baked Beans, Tall, Tomato or Chili Sauce, 4 doz. to case	1 35
1½'s (20-oz.) Plain, per doz.	1 65
Tomato or Chili Sauce	1 90
2's Baked Beans, Plain, 2 doz. to case	1 95
2's Baked Beans, Tom. Sauce, tall, 2 doz. to case	2 30
2's Baked Beans, Chili Sauce, tall, 2 doz. to case	2 30
2½'s Tall, Plain, per doz.	2 75
Tomato or Chili Sauce	3 20
Family, Plain, $2.35 doz.; Family, Tomato Sauce, $2.80 doz.; Family, Chili Sauce, $2.80 doz. The above 2 doz. to case, 10's, ½ doz. per case; Chili and Tomato Sauce, for hotel and restaurant use (gals.), $12; plain, $10.	

"AYLMER" PURE ORANGE MARMALADE

	Per doz
Tumblers, Vacuum Top, 2 doz. in case	$1 90
12-oz. Glass, Screw Top, 2 doz. in case	2 25
16-oz. Glass, Screw Top, 2 doz. in case	2 75
16-oz. Glass Tall, Vacuum 2 doz. in case	2 75
2's Tin, 2 doz. per case	3 00
4's Tin, 12 pails in crate, per pail	0 68
5's Tin, 8 pails in crate, per pail	0 84
7's Tin or Wood, 6 pails in crate	1 15
7's Tin or Wood, 4 pails in crate, per lb.	0 16
30's Tin or Wood, one pail crate, per lb.	0 16

BLUE

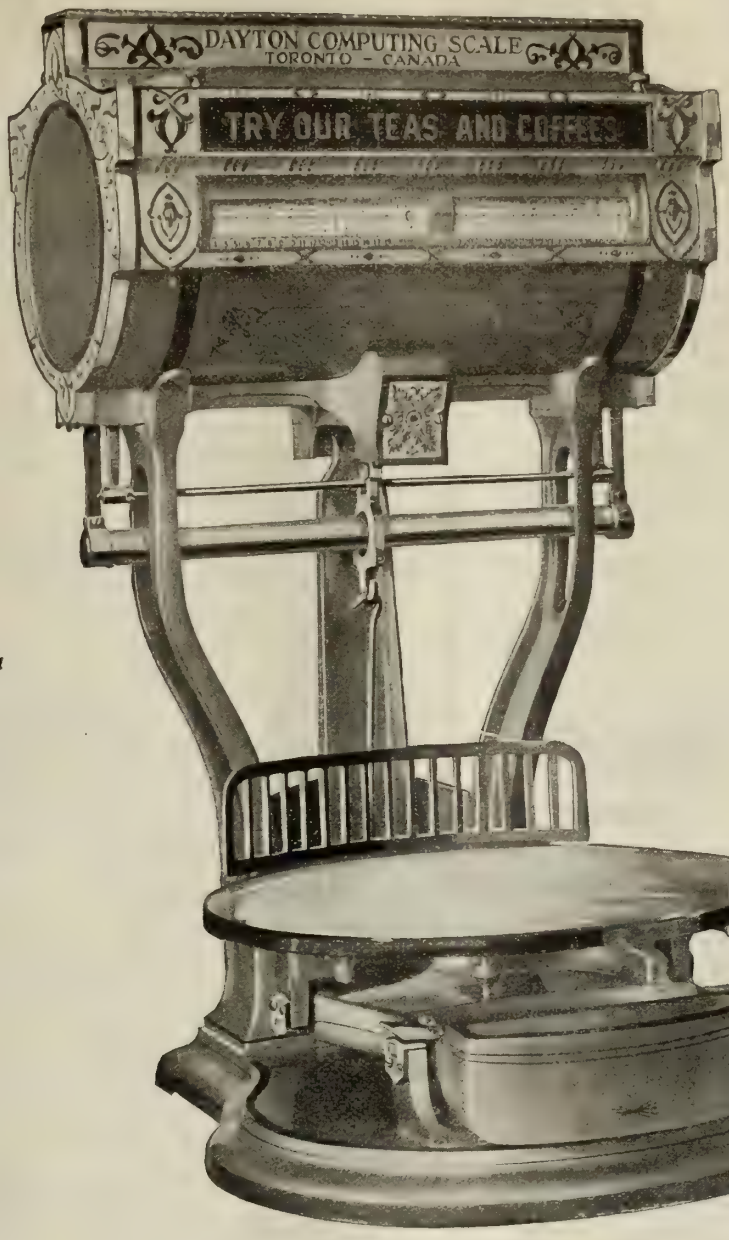
Keen's Oxford, per lb.	0 22
In cases 12—12 lb. boxes to case	0 21½

COCOA AND CHOCOLATE
THE COWAN CO., LTD.
COCOA

COCOA—	Per lb.
Empire Breakfast Cocoa, 2 doz. in box, per doz.	$2 45
Perfection, ½-lb. tins, doz.	2 45
Perfection, ¼-lb. tins, doz.	1 35
Perfection, 10c size, doz.	95
Perfection, 5-lb. tins, per lb.	37
(Unsweetened Chocolate)	
Supreme Chocolate, 12-lb. boxes, per lb.	35
Supreme Chocolate, 10c size, 2 doz. box, per doz.	90
Perfection chocolate, 10c size, 2 doz. in box, per doz.	90

SWEET CHOCOLATE—	Per lb.
Queen's Dessert, 10c cakes, 2 doz. in box, per box	1 80
Diamond Chocolate, 7's, 4-lb. boxes	1 1
Diamond, 6-lb. boxes	30
Diamond, ¼s, 6-lb. boxes	0 30

CHOCOLATE CONFECTIONS—	Per doz.
Milk medallions, 5-lb. boxes	0 [illegible]
Nonpareil wafers, 5-lb. boxes	0 28
Chocolate Beans, 5-lb. boxes, per lb.	0 35
Chocolate Emblems, 5-lb. boxes, per lb.	0 35
Chocolate ginger, 5-lb. boxes	0 45
Milk chocolate wafers, 5-lb. boxes	0 39
Lunch bars, 5-lb. boxes	0 89
Royal Milk Chocolate, 5c cakes, 2 doz. in box, per box	0 95
Almond nut bars, 24 bars, per box	0 95
Maple Buds, 5c pkgs., 4 doz. in box, per doz.	1 80
Filbert Nut Bars, 24 in box, per box	0 90
Ginger Bars, 24 in box, per box	0 95
Pineapple Bars, 24 in box, per box	0 95
Regal Milk Chocolate Bars, 24 in box, per box	0 95
Puffed Rice Bars, 24 in box, per box	0 95
Queen's Dessert Bars, 24 in box, per box	0 95
Maple Leaf Bar, 24 in box, per box	0 95



Made in Canada *Made in Canada*

The Dayton "Electric"

The finest piece of scale-machinery ever devised. It is your constant, vigilant guarantee that you get credit for every fraction of every ounce of the weighable goods you sell. Electric sign flashes your advertisement when goods are sold—built so it advertises YOU and not the scale.

DAYTON COMPUTING SCALES

Royce and Campbell Avenues, Toronto, Ont.

The International Business Machines Co., Limited, Toronto, Frank E. Mutton, Vice-President and General Manager, Manufacturers Dayton Scales, International Time Recorders and Hollerith Electric Tabulating Machines.

If any advertisement interests you, tear it out now and place with letters to be answered.

WITH pineapples about off the market, California fruit which is just arriving, should make you a good leader. Start the season right by letting us ship you regularly fresh supplies of California canteloupes, peaches, pears, plums, and apricots.

New Verdelli Lemons are now on the market. Get your supply for the summer while the picking is good.

For prompt shipments, 'phone Main 1769.

McBRIDE BROS.

35 Church St. TORONTO

FINEST CRYSTAL GELATINES

Powdered and Sheet

FINE LEAF GELATINE

BRITISH MANUFACTURE

GELATINES

OURY, MILLAR &CO.ll

9 Mincing Lane, London, E.C., Eng.

SOLE AGENTS FOR CANADA

F. S. Jarvis & Co.

18 TORONTO ST., - TORONTO

CALIFORNIA FRUIT CANNERS ASSOCIATION

CALIFORNIA RIPE OLIVES DEL MONTE BRAND

Size—
2½-quart Tall Cylinder Can
No. 1 Pint Cylinder Can ....
No. 16 Jar .....
No. 4 Jar .....
No. 10 Can .....

YUBA BRAND

2½-quart Tall Cylinder Can.
No. 1 Pint Cylinder Can ...
No. 10 Can .....
Picnic Can .....

BORDEN MILK CO., LTD., CONDENSED MILK

Terms, net, 30 days.

Eagle Brand, each, 48 cans	$8 75
Reindeer Brand each 48 cans.	8 45
Silver Cow, each 48 cans.....	7 90
Gold Seal, Purity, each 48 cans	7 75
Mayflower Brand, each 48 cans	7 75
Challenge Clover Brand, each 48 cans	7 25

EVAPORATED MILK

St. Charles Brand, Hotel, each 24 cans	$6 40
Jersey Brand, Hotel, each 24 cans	6 40
Peerless Brand, Hotel, each 24 cans	6 40
St. Charles Brand, Tall, each 48 cans	6 50
Jersey Brand, Tall, each 48 cans	6 50
Peerless Brand, Tall, each 48 cans	6 50
St. Charles Brand, Family, each, 48 cans	5 50
Jersey Brand, Family, each 48 cans	5 50
Peerless Brand, Family, each 48 cans	5 50
St. Charles Brand, small, each 48 cans	2 60
Jersey Brand, small, each 48 cans	2 60
Peerless Brand, small, each 48 cans	2 60

CONDENSED COFFEE

Reindeer Brand, Large, each 24 cans	5 75
Reindeer Brand, Small, each 48 cans	6 00
Regal Brand, each 24 cans...	5 40
Cocoa, Reindeer Brand, large, each 24 cans	5 75
Reindeer Brand, small, 48 cans	6 00

CARNATION MILK PRODUCTS CO., LTD.

All points east of and including Fort William, in Ontario, Quebec and Maritime Provinces.

EVAPORATED MILK.

	Per Case
Carnation, 16-oz. talls (48 cans per case)	$6 40
Carnation, 6-oz. baby (96 cans per case)	5 40
Canada First, 16-oz. talls (48 cans per case)	6 25
Canada First, 6-oz. baby (48 cans per case)	2 60
Canada First, 12-oz. family (48 cans per case)	5 50
Canada First, 32-oz. hotel (24 cans per case)	6 15

W. CLARK, LIMITED, MONTREAL.

Compressed Corn Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75; 14s, $80.
Lunch Ham—1s, $6.45; 2s, $13.50.
Ready Lunch Beef—1s, $4.45; 2s $9.
English Brawn — ½s, $2.90; 1s, $4.95; 2s, $9.90.
Boneless Pig's Feet—½s, $2.90; 1s, $4.95; 1s, $9.90.
Ready Lunch Veal Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef-Ham Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Beef Loaf—½s, $2.40; 1s, $4.45.
Ready Lunch Asst. Loaves—½s, $2.45; 1s, $4.50.
Geneva Sausage—1s, $4.95; 2s, $9.45
Roast Beef—½s, $2.90; 1s, $4.45; 2s, $9.25; 6s, $34.75.
Boiled Beef—1s, $4.45; 2s, $9.25; 6s, $34.75.
Jellied Veal—½s, $2.90; 1s, $4.45; 2s, $9.
Cooked Tripe—1s, $2.45; 2s, $4.45.
Stewed Ox Tail—1s, $2.45; 2s, $4.45.
Stewed Kidney—1s, $4.45; 2s, $8.95
Mince Collops—½s, $1.95; 1s, $3.75; 2s, $6.95.
Sausage Meat—1s, $4; 2s, $7.75.
Corn Beef Hash — ½s, $1.95; 1s, $3.70; 2s, $5.45.
Beef Steak and Onion—½s, $2.90; 1s, $4.45; 2s, $8.45.
Jellied Hocks—2s, $9.95; 6s, $29.80.
Irish Stew—1s, $3.45 ;2s, $6.75.
Cambridge Sausage—1s, $4.45; 2s, $8.45.
Boneless Chicken—½s, $5.90; 1s, $8.95.
Boneless Turkey — ½s, $5.90; 1s, $8.95.
Ox Tongue—½s, $3.85; 1s, $7.95; 1½s, $12.45; 2s, $15.95; 2½s, $17.50; 3½s, $27; 6s, $45.
Lunch Tongue—½s, $3.45; 1s, $6.75; 2s, $15.50.
Tongue Lunch—1s, $6.75.
Beef Suet—1s, $4.90; 2s, $8.50.
Mince Meat (Tins)—1s, $2.95; 2s, $4.45; 5s, $12.95.
Mince Meat (Bulk)—5s, 23c; 10s, 22c; 25s, 21c; 50s, 20c; 85s, 20c.
Chateau Brand Pork and Beans, with Tomato Sauce—Ind., $1.10; 1s, $1.75; 2s, $2.55; 3s, $3.85.
With Plain Sauce—Ind., $1; 1s, $1.65; 2s, $2.40; 3s, $3.40.
Chateau Brand Concentrated Soups —Celery, 1s, $1.25; Consommé, 1s, $1.25; Green Peas, 1s, $1.25; Julienne, 1s, $1.25; Mulligatawny, 1s, $1.25; Mutton Broth, 1s, $1.25; Ox Tail, 1s, $1.25; Pea, 1s, $1.25; Scotch Broth, 1s, $1.25; Vegetable, 1s, $1.25; Chicken, 1s, $1.65; Mock Turtle, 1s, $1.65; Tomato, 1s, $1.65; Vermicelli Tomato, 1s, $1.65; Assorted, 1s, $1.35; Soups and Bouilli, 1s, $12.50.
Clark's Pork and Beans, Tomato Sauce, Blue Label—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s, flats, $2.95; 3s, talls, $3.35; 6s, $12; 12s, $20.
Plain Sauce, Pink Label—Ind., 85c; 1s, $1.15; 1½s, $1.65; 2s, $1.95; 3s (flats), $2.50; 3s (talls), $2.95; 6s, $10; 12s, $18.
Chili Sauce (red and gold label)—Ind., 95c; 1s, $1.25; 1½s, $1.90; 2s, $2.30; 3s (flat), $2.95.
Vegetarian Baked Beans and Tomato Sauce—2s, $2.25.
Sliced Smoked Beef—½s, $2.35; 1s, $3.45; 4s, $24.
Canadian Boiled Dinner—1s, $2.45; 2s, $5.95.
Army Rations—Beef and Vegetables, 1s, $3.45; 2s, $5.95.
Spaghetti with Tomato Sauce with Cheese—½s, $1.85; 1s, $2.50; 3s, $4.80.
Tongue, Ham and Veal Pates—½s, $2.25.
Ham and Veal Pates—½s, $2.25.
Smoked Vienna Style Sausage—½s, $2.45.
Pate DeFoie—¼s, 75c; ½s, $1.40.
Plum Pudding—½s, $2.45.
Potted Beef Ham—¼s, 75s; ½s, $1.40.
Beef—¼s, 75c; ½s, $1.40.
Potted Tongue—¼s, 75c; ½s, $1.40
Potted Game (Venison)—¼s, 75c
Potted Veal—¼s, 75c; ½s, $1.40.
Potted Meats (Assorted)—¼s, 80c; ½s, $1.45.
Devilled Beef Ham—¼s, 75c; ½s, $1.40. Beef—¼s, 75c; ½s, $1.40.
Devilled Tongue—¼s, 75c; ½s. $1.40. Vea—¼s, 75c; ½s, $1.40.
Devilled Meats (Assorted)—¼s, 80c; ½s, $1.45.

In Glass Goods

Fluid Beef Cordial—20 oz. bottle, $10; 10 oz., $5.
Ox Tongue — 1½s, $14.50; 2s, $17.50.
Lunch Tongue—1s, $9.95.
Sliced Smoked Beef—¼s, $1.75; ½s, $2.85; 1s, $4.15.
Mincemeat—1s, $3.45.
Potted Chicken—¼s, $2.35.
Ham—¼s, $2.35.
Tongue—¼s, $2.35.
Venison—¼s, $2.35.
Chicken Breast—½s, $9.95.
Tomato Ketchup—8s, $2.25; 12s, $2.80; 16s. $3.50.
Peanut Butter—¼s, $1.45; ½s, $1.95; 1s, $2.45; in pails, 5s, 33c; 12s, 31c; 24s, 30c; 50s 30c.

The Toronto Fruit Market Opened Monday Last

Phone Main 6243.

Where we will be receiving

Fruits and Vegetables

both Domestic and Foreign

California Fruit, Canteloupes, Tomatoes, Etc.

Local Strawberries, Cherries, Cucumbers, Etc.

Your Orders Solicited.

WHITE & COMPANY, LIMITED

TORONTO

Strawberries Canadians should be at their best now. Crop short. Price will not be low this season. Order early.

Tomatoes Mississippis in 4-basket crates; fine quality; prices low. Canadian extra fancy hothouse arriving daily.

Canteloupes California very fine quality arriving daily.

Lemons New Verdillas just arrived; fine quality, 300 size. California's Sunkist extra fancy, 300 and 360 sizes.

Oranges Golden Orange Brand California late Valencias; all sizes.

Grape Fruit California seedless, full of juice; fine quality.

Potatoes New Virginias, large bbls.; fine quality; big sellers.

THE HOUSE OF QUALITY

HUGH WALKER & SON

Established 1861 **Guelph, Ontario**

STRAWBERRIES

CANADIAN BERRIES NOW IN FULL SWING. CROP IS LIGHT. WILL SHIP AT LOWEST PRICES.

PEACHES

FINEST GEORGIA — SIX-BASKET CRATES AND CALIFORNIA BOXES NOW ARRIVING.

WATERMELONS

OUR LAST CARS OF THE SEASON ARRIVED THIS WEEK. WILL FILL ORDERS SUBJECT TO SUPPLY.

TOMATOES

FANCY TEXAS NOW HERE. ALSO CANADIAN HOT-HOUSE VARIETIES.

CALIFORNIA

CHERRIES, PLUMS, APRICOTS, CANTALOUPES.

DOMESTIC CHERRIES, GOOSEBERRIES, AND NEW PEAS, BEANS, BEETS AND CARROTS NOW COMMENCING.

EVERYTHING IN FRUIT AND VEGETABLES.

DUNCANS LIMITED

NORTH BAY, ONT.

Branches: SUDBURY COBALT TIMMINS

If any advertisement interests you, tear it out now and place with letters to be answered.

CHICKEN HADDIES
REGISTERED



The newest thing in Quality Sea Foods

CHICKEN HADDIES

This is a first-class Fish Specialty—a delicious and economical Sea Food that will win you more customers and add to the good reputation of your store.

Your wholesaler can now supply you with the New Pack. Call him up or write him to-day and tell him you want a case of Chicken Haddie.

Then display it and watch how it will sell.

MARITIME FISH CORPORATION, LTD.

Head Office and Sales Dept.
MONTREAL

Plants at Canso, N.S.
and Digby, N.S.

WATSON & TRUESDALE, Winnipeg, Western Distributors

Grape-Nuts

claims the selling attention of grocers everywhere on the basis of highest quality, steady demand, good profit, and guaranteed sale. Backed always by heavy advertising and a broad, liberal sales policy.

Canadian Postum Cereal Co., Ltd.

Windsor, Ontario

A little investment that will lead to big profits!

To put a box of Cobban's Herb Tablets on your counter is a matter of a very small investment, but it may open the way to a new and large source of profit.

COBBAN'S HERB TABLETS

are being well advertised and meet with ready sale. They are a new and better form of the old reliable herbal remedy in the shape of tablets. They do what is claimed for them, consequently are good "REPEATERS." Will please your trade. Packed in counter display boxes of one dozen cartons. Sold retail at 25 cents a box of 50 tablets, and every box guaranteed. Your profit is liberal. Write for our dealer proposition and get some of the business.



Muncey Supply Co.
Muncey, Ont.
Maclure & Langley, Toronto,
Distributors for Ontario.
Watson & Truesdale,
120 Lombard St., Winnipeg.
Distributors for Canadian North-West.
Robert Gillespie Co., Vancouver,
Distributors for British Columbia and Alberta.

When in need of

Wrapping Paper
Twines & Cordage

Brooms Brushes Baskets

Grocers' Sundries

Walter Woods & Co.
Hamilton and Winnipeg

War Conditions

necessitate the prohibition of export of all foodstuffs from the United Kingdom.

SPRATT'S

DOG CAKES

Poultry Foods, Canary and Parrot Mixtures

pending the removal of the embargo, can be obtained from

SPRATT'S PATENT (America) LTD.
Newark, New Jersey.

London (Eng.), Spratt's Patent Limited, 24-25, Fenchurch Street, E.C. 3.

June Butter

The best to pack for winter use



Tall Butter Jars

With or Without Covers
¼ gal. to 6 gal. at 15c per gal.

Show your customers how conveniently and securely they can stow away ample supplies of good June Butter in these Butter Jars.

Anything that will help reduce the high cost of living is sure to interest every good housewife.

The Butter Jars offer her a real opportunity to avoid the high winter prices of butter by putting away sufficient good June butter now.

Show these crocks in your store. Write now for folder showing complete line and prices.



French Pots

Black or White Glazed

The Toronto Pottery Co.
Limited
617-618 Dominion Bank Bldg.
KING & YONGE, TORONTO

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Washington, G., Coffee Sales.. 24
Watford Mfg. Co. 9
Watson & Truesdale 11
Wethey, J. H., & Co..... 9
White & Co. 65
Whittemore Bros. Corp. 22
Winnipeg Warehousing Co. ... 11
Woods, Walter, Co. 69

Wanted

CLASSIFIED ADVERTISING

Advertisements under this heading 2c per word for first insertion. 1c for each subsequent.

Where replies come to our care to be forwarded, five cents must be added to cost to cover postage, etc.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittances cannot be acknowledged.

WANTED

EXPERIENCED SALESMAN COVERING Western Provinces would handle additional staple lines on commission. Address Box 305, Canadian Grocer.

DEAD STOCK OF PATENT MEDICINES, drugs and sundries bought or exchanged. Write The Drug Exchange Co., P.O. Box 1343, Montreal, Que.

SITUATIONS WANTED

ARE YOU LOOKING FOR ME?

FIFTEEN YEARS WITH CANADA'S BEST produce houses. From errand boy to Superintendent large plant. Three years successful business in grocery for self. Want a real responsible position with good prospects anywhere in Canada. Married, three children. Want time to settle up business. Don't answer unless reputable concern and willing to pay for right man. Box 399, Canadian Grocer, Toronto.

INDOOR GROCER SALESMAN WITH THIRteen years' experience wishes to change present position to become a salesman for a wholesale firm. Can furnish the very best references. Speaking both languages. Apply Box 404, Canadian Grocer.

FOR SALE

A GOOD GENERAL MERCHANDISE BUSINESS in a village 30 miles north of Regina. Property consists of two stores, adjoining, one with living rooms. Stock, $10,500. Turnover, $27,000. $4,000 with security for balance will handle. Stores will be rented or sold. Satisfactory reasons for leaving. Apply Box 403, Canadian Grocer.

ONE OF THE BEST GROCERY BUSINESSES in Toronto. Stock about $6,000. Turnover, $50.000 per annum. Satisfactory reasons given for selling. Full particulars. Apply Eby-Blain, Ltd., Toronto.

GROCERY AND MEAT MARKET FOR SALE—$50,000 a year turnover. Post Office in connection. Property, stock and fixtures about $8.000. $5.000 cash will handle. Owner joining military service in August. Splendid chance for anyone wanting a real live business. Apply F. L. Paine, 429 11th St., N.W. Calgary.

MISCELLANEOUS

GROCERS—INCREASE YOUR PROFITS SELLing Neal's Bread; shipping service unexcelled (Western Ontario delivery only); four factories; Windsor, London, Sarnia, St. Thomas. Neal Baking Co.

TO THE TRADE

This Want Ad. page offers opportunities to YOU!

There were thirteen replies received to a recent advertisement on this page, the results being satisfactory to the advertiser.

CANADIAN GROCER offers you Dominion-wide circulation among the grocery trade, which means that this page is read by Business men; men who are as deeply interested in the Grocery trade as you are.

Advertisements are classified under suitable headings, so that they can be located at a glance.

The cost is trivial—2 cents per word first insertion, and one cent per word for each subsequent insertion.

If you wish your replies directed to a box, the charge is 5 cents per insertion extra, to cover cost of postage.

Send your want ads along and please enclose remittance to cover, as it saves unnecessary bookkeeping, etc.

MISCELLANEOUS

MAYBE YOU HAVE A GOOD, WORTHY line which hasn't just the distribution that you think it should have, and would have, if introduced properly. One way to introduce it is to appoint some well-known hustling men in each locality to represent you. But it's sometimes difficult to get the right men. A condensed ad. in CANADIAN GROCER may be just the thing to help you secure these men. Rates payable in advance are 2 cents per word first insertion, and 1 cent per word each additional, with charge of 5 cents extra per insertion for Box Number.

ARE YOU OVERSTOCKED IN SOME LINES which do not move rapidly in your locality and you desire to clear them out? There may be some other locality where these goods are selling. CANADIAN GROCER has thousands of good grocers on its list, and here is the chance to speak to them at a very low cost. Try a condensed ad in CANADIAN GROCER. Rates payable in advance, 2 cents per word first insertion and 1 cent per word each subsequent insertion, with 5 cents per insertion extra for box number.

Navel Oranges

Nova Scotia and Georgian Bay Brand

Apples

Tomatoes

Get in touch with us today

Lemon Bros.

Owen Sound

Ont.

Buyers' Guide

FOR SALE

CHOICE DRESSED POULTRY.
SELECTED EGGS, OLEOMARGARINE.
CHOICE DAIRY BUTTER.

C. A. MANN & CO.
78 King Street, - LONDON, Ontario

BARRELS

(The best shipping package.)
We make them all sizes and for all purposes. For Apples, green or dry; Cereals, Crackers, Bottles, Candy, Spices, Hardware, Meat, etc. Get our prices.
THE SARNIA BARREL WORKS, SARNIA, ONT.

30 DOZ. CASE FILLERS
ONE DOZ. CARTON FILLERS
¾-INCH CUSHION FILLERS
CORRUGATED FLATS
THE TRENT MFG. CO., LTD.
TRENTON - ONTARIO

W. G. A. LAMBE & CO.
TORONTO
Established 1885
SUGARS FRUITS

SUCHARD'S COCOA

The Highest Quality
Most Reasonably Priced
"Quality" Cocoa
On Sale Anywhere.
FRANK L. BENEDICT & CO.
Agents Montreal

We are now located in our new and more spacious warehouse at
60-62 JARVIS ST.
TORONTO SALT WORKS
GEO. J. CLIFF

Make Your Own Paper Money



Paper you are burning or throwing away is worth money when baled. Left laying around, it is a nuisance and a danger. It can be turned into dollars with a

Preston PAPER Baler

Strongest, simplest, most efficient and easiest to operate—Full particulars from
SPIELMANN AGENCIES RGD
45 St. Alexander St., Montreal
WRITE TO-DAY

TANGLEFOOT





The Non-Poisonous Fly Destroyer
Safe, Sanitary, Sure. Catches 50,000,000,000 Flies each year

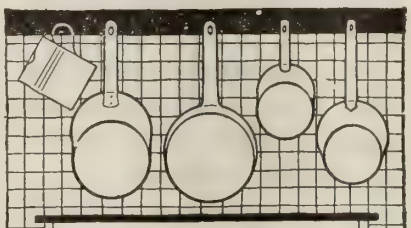
OAKEY'S KNIFE POLISH

WELLINGTON



John Oakey & Sons, Limited
London, S.E. 1, England

AGENTS:
Geo. B. Jenkinson, 43 Queen St. East, Toronto, and J. E. Huxley & Co., 220 McDermid St., Winnipeg



VOL-PEEK

—a specialty that every housewife needs

Leaking pots are common in every home.
Vol-Peek mends all such quickly and easily. Pots, Pans, Graniteware, Aluminum vessels—all can be made ready for use in two minutes with a little bit of Vol-Peek.
Sells at a good profit. Write us direct if your wholesaler hasn't got it.

H. NAGLE & CO.
Box 2024, Montreal

To Manufacturers' Agents

Manufacturers are always looking for aggressive brokers to represent them. Keep your name and territory covered to the front, thus impressing them with your aggressiveness. The Manufacturers' Agents' directory is the right place to have your card.

The rates are reasonable. For one inch each week for one year the cost is only $1.25 per insertion. For quarter column for the same time the cost is $2.80 an issue.

Canadian Grocer
43-153 University Ave.
TORONTO

ROYAL ACADIA SUGAR

—Because Every Grain is Pure Cane

is one big reason for the continued popularity of Royal Acadia Sugar.

Royal Acadia Sugar never disappoints. It is the most satisfactory sugar for every known sweetening purpose.

Identify your store with Royal Acadia—the sugar of customer-satisfaction.

The Acadia Sugar Refining Co.

Limited

HALIFAX, CANADA

KING GEORGE'S NAVY

CHEWING TOBACCO

Make it a leader in your tobacco department. You'll find it a ready seller, a good profit maker, and a certain customer-pleaser.

The wholesale trade handles King George's Navy. If you would stock a real "live" line order a supply to-day.



Rock City Tobacco Co., Ltd.

TRADE MARK

Small's

THREE SEASONABLE SELLERS

SMALL'S FOREST CREAM BUTTER in lithographed tins, and SYRUP in glass, have a clean, attractive appearance. No loss from leakage or fermentation. We are overcoming obstacle of high rate



of freight on these packages by shipping exclusive fourth class cars to all jobbing centers. Be the first to sell SMALL'S FOREST CREAM PURE QUEBEC SYRUP. It has a smack that lingers.







Above Represents Actual Size

Dozen costs $2.40; Retails at 25c or 30c ea.

Ask your jobber also for Small's "Forest Cream," Pure Quebec Syrup. It has the true smack of the Maple Season